

## MEMORANDUM

December 12, 2014

**TO:** MEMBERS, PORT COMMISSION  
Hon. Leslie Katz, President  
Hon. Willie Adams, Vice President  
Hon. Kimberly Brandon  
Hon. Mel Murphy  
Hon. Doreen Woo Ho

**FROM:** Monique Moyer  
Executive Director

**SUBJECT:** Transmittal of Public Comments Received on the Report on the Waterfront Land Use Plan Review, 1997-2014

**DIRECTOR'S RECOMMENDATION:** Informational Presentation

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### Executive Summary

At the August 12, 2014 Port Commission meeting, Port staff presented its report entitled the Waterfront Land Use Plan Review, 1997-2014, which was published and circulated publicly. The purpose of the report is (1) to review the changes that have occurred along the Port of San Francisco waterfront as well as current projects underway and future needs, and (2) to inform the Port Commission and public about land use policy issues that should be further examined and may lead to updates to the Waterfront Land Use Plan. Port staff recognizes that any such efforts will require an open, inclusive public process that engages the community and interested stakeholders, and agency and Port tenant partners.

The report has been available on the Port's website ([www.sfport.com/wlupreview](http://www.sfport.com/wlupreview)) with an invitation for public comment through September 30, 2014. The comment period was later extended to November 30, 2014. An illustrated summary of the report is available on the webpage listed above and is attached as Exhibit A.

From August to November, Port staff has made 20 public presentations to highlight the key land use and planning issues addressed in the report to Port Advisory Committees, neighborhood organizations, regulatory agency partners, Port development partners, city departments and other waterfront stakeholders. As of December 1, 2014, the Port

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has received written comments via email and online comments from 36 people in addition to public comments recorded in Port advisory committee meeting minutes and staff discussions with community stakeholders. The written comments and meeting minutes are provided to the Port Commission and public in this staff report, attached as Exhibit B. These and any additional written public comments that are received will be posted for public viewing on the Port's website, ([www.sfport.com/wlupreview](http://www.sfport.com/wlupreview)).

Port staff is in the process of reviewing the comments in detail, but believe it is necessary to continue further public outreach efforts to solicit comments and ensure that the key issues and information from the Waterfront Land Use Plan report reach a broad city and regional audience. Port staff will continue those efforts into the new year, and will return to the Port Commission in February or March 2015 to report on:

1. public feedback,
2. revisions to finalize the Waterfront Land Use Plan Review report, and
3. recommended next steps for a public process to update the Waterfront Land Use Plan.

## **Report Background**

On August 12, 2014, Port staff published the Waterfront Land Use Plan Review report. The Port is required to conduct a review every five years of the Waterfront Land Use Plan, the Port's adopted master plan that governs land use for all properties under its jurisdiction, from Fisherman's Wharf to India Basin. Rather than evaluating only the last five years, the 2014 report reviewed land use improvements and changes that have occurred over the past 17 years since the Waterfront Land Use Plan's adoption in 1997. This review also provides preliminary staff recommendations and next steps to address land use and planning issues going forward.

An overview of the Waterfront Land Use Plan Review report was provided in an accompanying Port staff memorandum, dated August 7, 2014, which is incorporated by reference [<http://sfport.com/modules/showdocument.aspx?documentid=8470>]. In summary, the bones of the Waterfront Land Use Plan are strong, but the details of the Waterfront Land Use Plan need to be refreshed through subarea planning efforts in a few key areas. Staff recommends renewed community planning in the Northeast Waterfront and South Beach. This planning effort should balance statewide and local interests, and would benefit from the participation of the Port's regulatory partners, including the State Lands Commission and the San Francisco Bay Conservation & Development Commission, as well as other City agencies, like the San Francisco Planning Department.

In addition to neighborhood-specific planning, the report offers recommendations for waterfront wide topics including transportation, open space, historic resources, environmental protection and sustainability, sea level rise, and seismic resiliency. The report includes a candid analysis of projects that were not completed and challenges

going forward, with an understanding that lessons learned from past experiences and an open public dialog should inform future improvements and updates to the Waterfront Land Use Plan. Port staff recognizes that any further planning work will require an open, inclusive public process that engages the community and interested stakeholders, and agency and Port tenant partners.

An illustrated summary of the report is available on the Port's website ([www.sfport.com/wlupreview](http://www.sfport.com/wlupreview)) and is attached as Exhibit A.

### **Waterfront Plan Review Public Process**

From August to November, Port staff has made 20 public presentations to Port Advisory Committees, neighborhood organizations, regulatory agency partners, Port development partners, city departments and other waterfront stakeholders. The presentations included waterfront-wide accomplishments and recommendations, as well as geographically specific accomplishments and recommendations. Feedback from Port Advisory Committee meetings is recorded in meeting minutes, which are available on the Port website and attached in Exhibit B.

As of December 1<sup>st</sup>, the Port has received written comments submitted via email or through the website from 36 people, in addition to comments recorded in Port advisory committee meeting minutes, and staff discussions with community stakeholders. The written comments and meeting minutes are provided to the Port Commission and public in this staff report, attached as Exhibit B. These and any additional written public comments that are received will be posted for public viewing on the Port's website ([www.sfport.com/wlupreview](http://www.sfport.com/wlupreview)).

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Prepared by: Diane Oshima, Assistant Deputy Director  
Waterfront Planning

For: Byron Rhett, Deputy Director  
Planning and Development

#### **Attachments**

- A. Illustrated Summary of Waterfront Land Use Plan Review
- B. Written comments and meeting notes



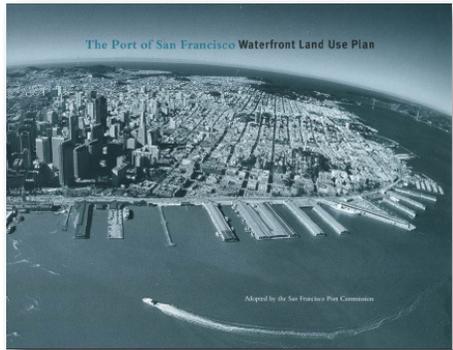
# What's next for the Port Waterfront?

## WATERFRONT LAND USE PLAN UPDATE

The Port of San Francisco's Waterfront Land Use Plan ("Waterfront Plan") guides land use and development on the Port's 7 1/2 mile public waterfront, from Fisherman's Wharf to India Basin.

In June 2015, the Port published a comprehensive review documenting the many changes and developments since 1997, when the Waterfront Plan was approved. This report also assesses future Port needs, challenges and opportunities. To address these issues and plan for future improvements, the Port will kick off a public process in Fall 2015 to update the Waterfront Plan.

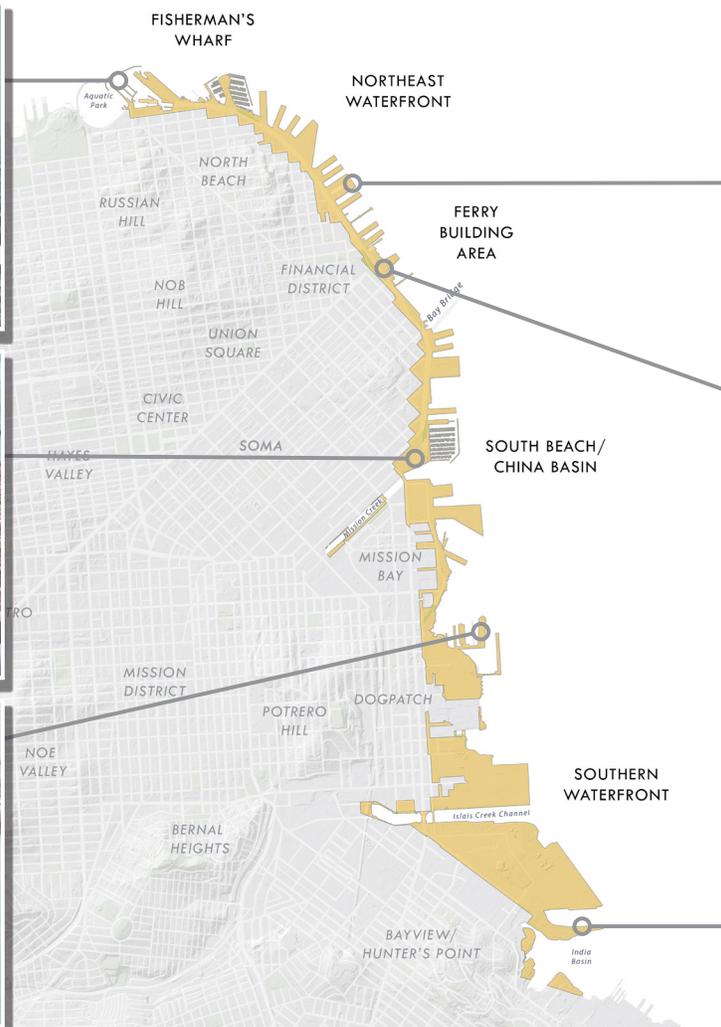
This brochure summarizes the changes at the Port and key issues ahead. **The Port is now seeking interested citizens to take part in a public process for the Waterfront Plan Update.** For more information and details on how to get involved: [www.sfport.com/wlup](http://www.sfport.com/wlup)



Waterfront Land Use Plan, adopted 1997



Waterfront Land Use Plan Review, published 2014



# PORT ACCOMPLISHMENTS 1997 - 2014



THEN



NOW

Photo by Jake Tomlinson

Piers 27-29 James R. Herman Cruise Terminal

Since the demolition of the Embarcadero Freeway, the Port waterfront has undergone a transformation. Historic finger piers have been rehabilitated and opened to the public. New maritime facilities, parks and amenities are attracting more visitors. Two planned mixed-use neighborhoods will bring additional housing, jobs, and recreation to the waterfront. These projects will also bring new sustainable utilities and infrastructure adapted to projected sea level rise.

Highlights of the 17 years since adoption of the Waterfront Plan include:

**\$1.6 billion** in public and private investment

**63 acres** of new waterfront open space

**19 historic resources** rehabilitated

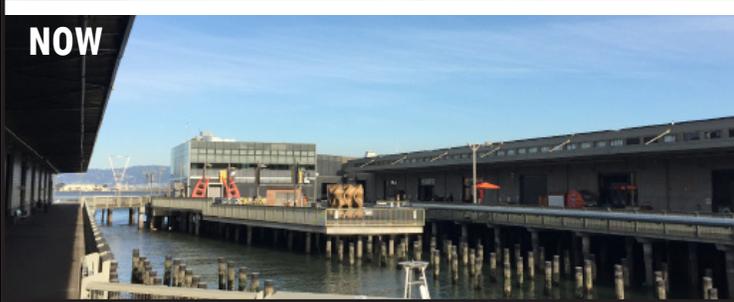
**7 derelict piers and wharves** removed from the Bay

**AT&T Ballpark** constructed

**44 new acres** of planned open space



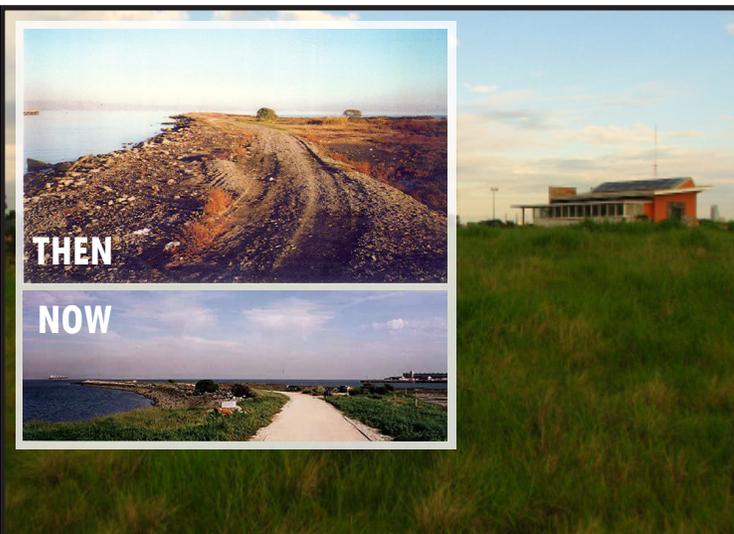
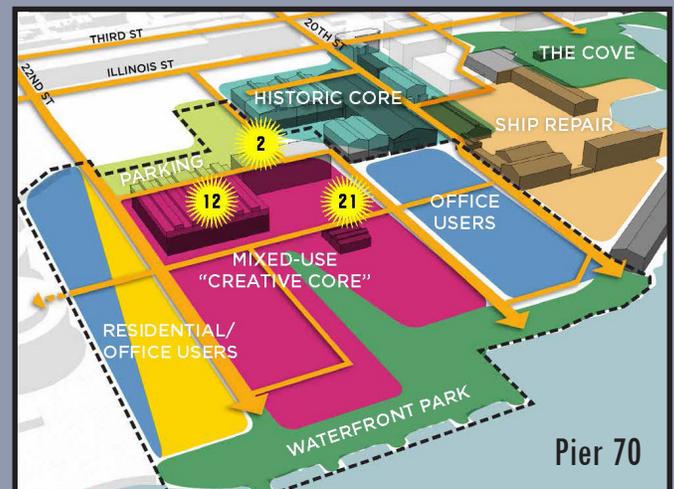
THEN



NOW

Piers 15-17 Exploratorium

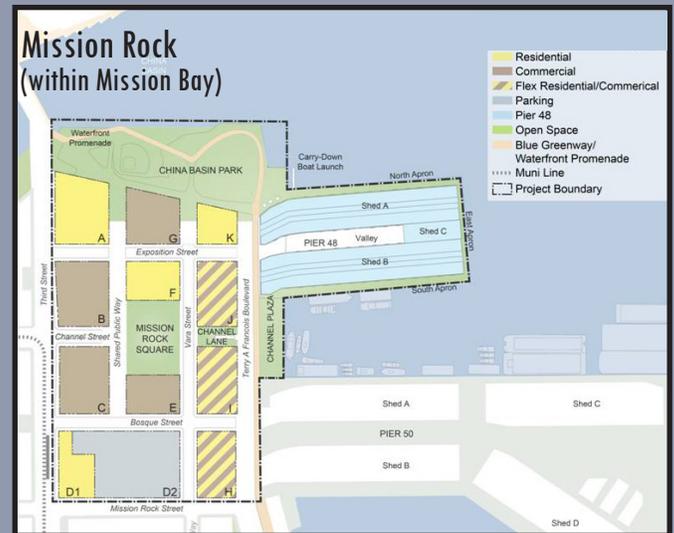
## 2 NEW WATERFRONT NEIGHBORHOODS PLANNED



THEN

NOW

Heron's Head Park

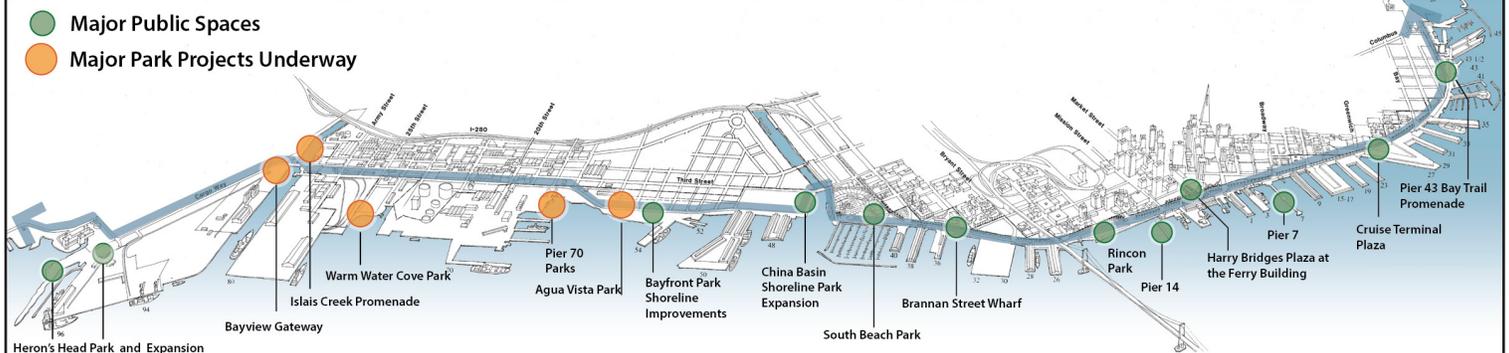


# KEY POLICY ISSUES FOR THE WATERFRONT PLAN UPDATE

While much of the waterfront has been opened to the public and improved for maritime use, the Port has identified a number of key needs and challenges. Many of the issues are highlighted below and will shape the public discussions and community planning work ahead for the Waterfront Plan Update.

## OPEN SPACE

Port waterfront parks provide an important recreational and environmental resource for the City. There is strong public support for the Port's open space plan and implementation, including the Blue Greenway. People also seek more active recreational activities in Port parks. The Port will continue to seek GO bond funding, the most effective means to deliver waterfront open space.

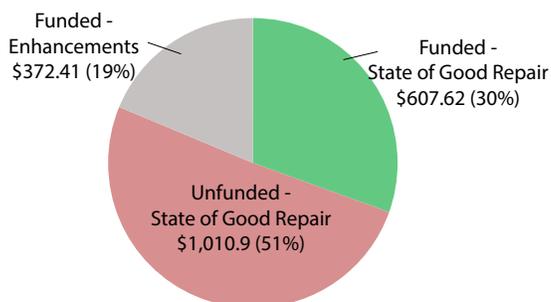


## TRANSPORTATION

Transportation improvements must be programmed in concert with planned new development along the waterfront and eastern side of the City. The Port, SFMTA and SF Transportation Authority are working together on the Waterfront Transportation Assessment (WTA). One of the WTA strategies—to increase travel by bicycle—gave rise to further Port partnership with SFMTA on the Embarcadero Enhancement Project, to improve the pedestrian and bicycle experience along the Embarcadero. The Port will also conduct a Port Tenant Transportation Survey to assess the transportation access needs of Port businesses.



## \$2.0 BILLION, 10-YEAR CAPITAL PLAN Funding Sources (\$ millions)



## PORT FINANCE & CAPITAL NEEDS

The Port's 10-Year Capital Plan (FY2016-25) identifies total capital needs of approximately \$2.0 billion. About \$1.6 billion is needed to maintain existing infrastructure, and \$0.4 billion is for enhancement projects such as public open space. Only half of the capital needs have identified funding sources, leaving \$1.0 billion in deferred maintenance in the 10-year horizon. Seismic repairs add another \$465 million to the funding shortfall. The Waterfront Plan process will address competing needs and desires for future waterfront improvements, and the financial requirements for implementation.

# KEY POLICY ISSUES FOR THE WATERFRONT PLAN UPDATE (CONTINUED)

## SEA LEVEL RISE

Projections range from 5"-24" by 2050 and 17"-66" by 2100. Assuming a mid-range projection of 12" by 2050, the City's current shoreline can provide flood protection with fixes in just a few locations. However, by 2100, a mid-range of 36" sea level rise would flood low areas in the downtown, Mission Bay and other areas beyond the Port. The Port and City must work with State and Federal agencies to plan for a line of defense.

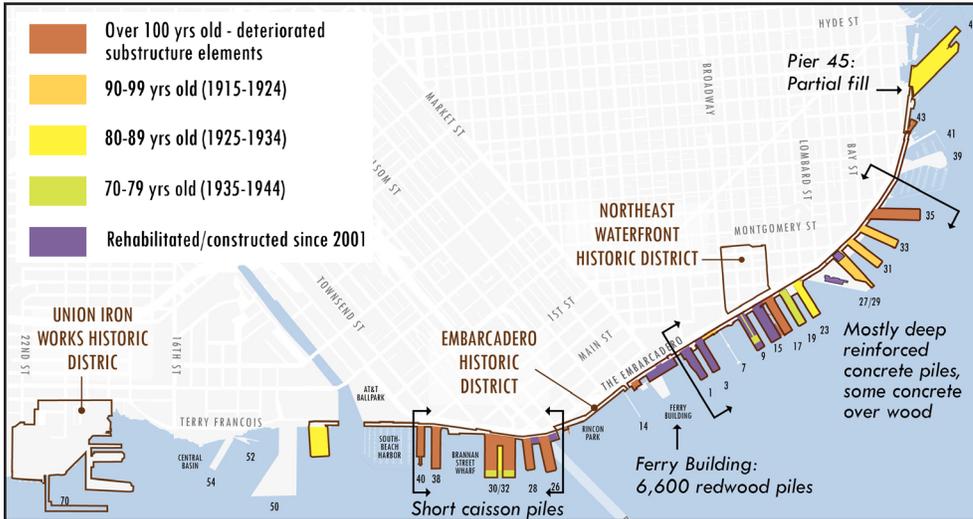
## 36" OF SEA LEVEL RISE WITH A 100-YEAR FLOOD

Where is the line of defense?



Who will fund, permit and build the line of defense?

- Over 100 yrs old - deteriorated substructure elements
- 90-99 yrs old (1915-1924)
- 80-89 yrs old (1925-1934)
- 70-79 yrs old (1935-1944)
- Rehabilitated/constructed since 2001



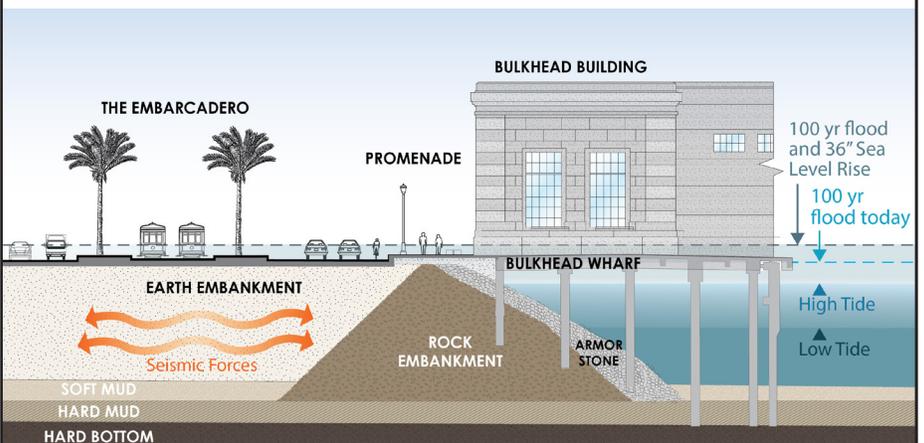
## HISTORIC RESOURCES

The Port has two listed National Register Historic Districts, the Embarcadero Historic District and the Union Iron Works Historic District at Pier 70. While 19 historic resources have been saved in whole or part, historic pier rehabilitation and repair is very expensive. The remaining piers are well beyond their designed life span. Climate change and sea level rise present further challenges, and give rise to the questions of the appropriate length of lease term for finger piers and how the Port should prioritize its rehabilitation efforts.

## SEISMIC RISK

The Bay Area faces a 75% chance of a major earthquake in the next 30 years. The Port's finger piers and Embarcadero Seawall are over 100 years old. This diagram illustrates the relationship of The Embarcadero, Seawall, and pile-supported wharves and piers. Major development projects include seismic improvements, but seismic safety of the broader waterfront needs address. The Port has a structural condition study of the Seawall underway, to guide a repair strategy to limit movement or breach in a major earthquake. This work also will be coordinated with City adaptation planning to address sea level rise. Both initiatives to protect the City will require major capital resources beyond the Port.

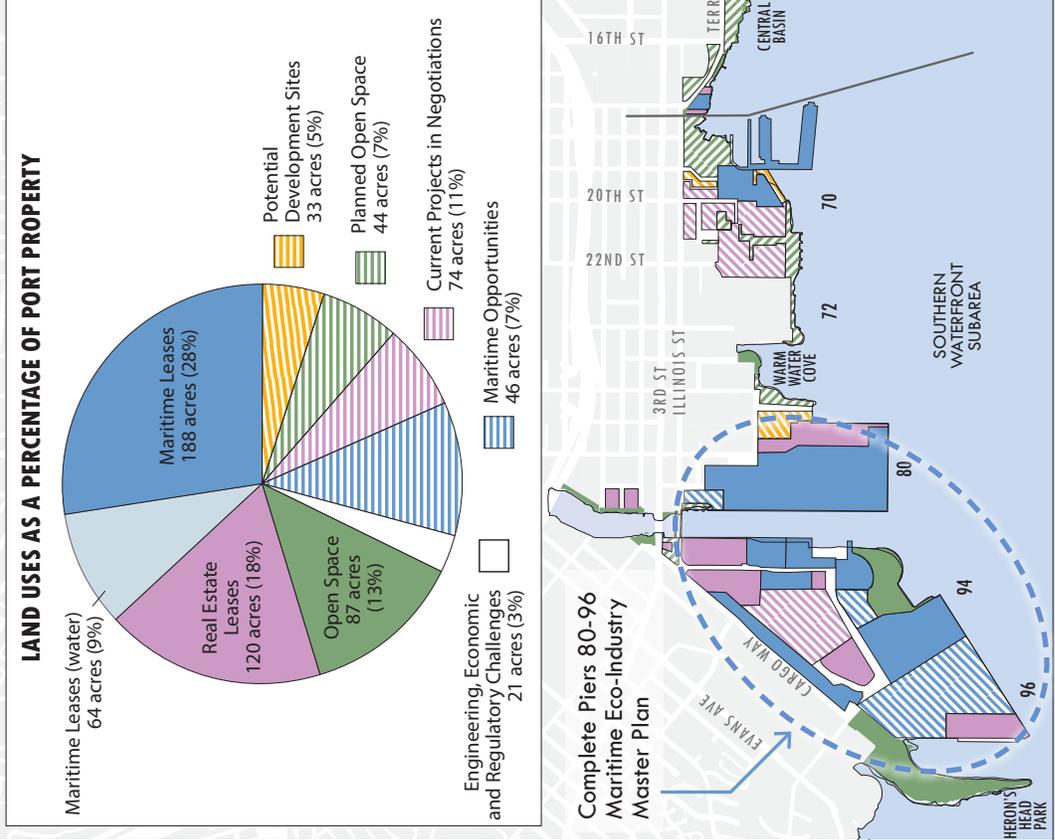
## SEAWALL & BULKHEAD WHARF



# PORT OF SAN FRANCISCO AT A GLANCE

Port lands extend for 7½ miles, from Fisherman's Wharf at the north, to India Basin/Bayview Hunters Point at the south. This map summarizes the breakdown of Port property by use. Many are not aware of how much land is needed for the Port's 10 diverse maritime and water-dependent industries, or improved for waterfront parks. Further, Port piers and facilities are leased to over 530 different tenants, many small and local businesses. The revenues from Port leases are essential to repair and maintain the waterfront, as the Port does not receive ongoing City or State General Fund funding.

One hundred and forty one acres are planned for new neighborhoods, maritime, and public open space. The orange hatched sites reflect the relatively few remaining opportunities for new development. The white areas mark sites that have engineering, economic or regulatory challenges. The Port Commission has directed further work to complete a Maritime Eco-Industrial Strategy near Cargo Way in the Southern Waterfront. Staff has recommended more community planning for the Northeast and South Beach segments of the Port waterfront.



We invite your comments on the Port's Review of the Waterfront Land Use Plan: [SFPORF.COM/WLUPREVIEW](http://SFPORF.COM/WLUPREVIEW)

# INVITING PUBLIC PARTICIPATION TO UPDATE THE WATERFRONT PLAN

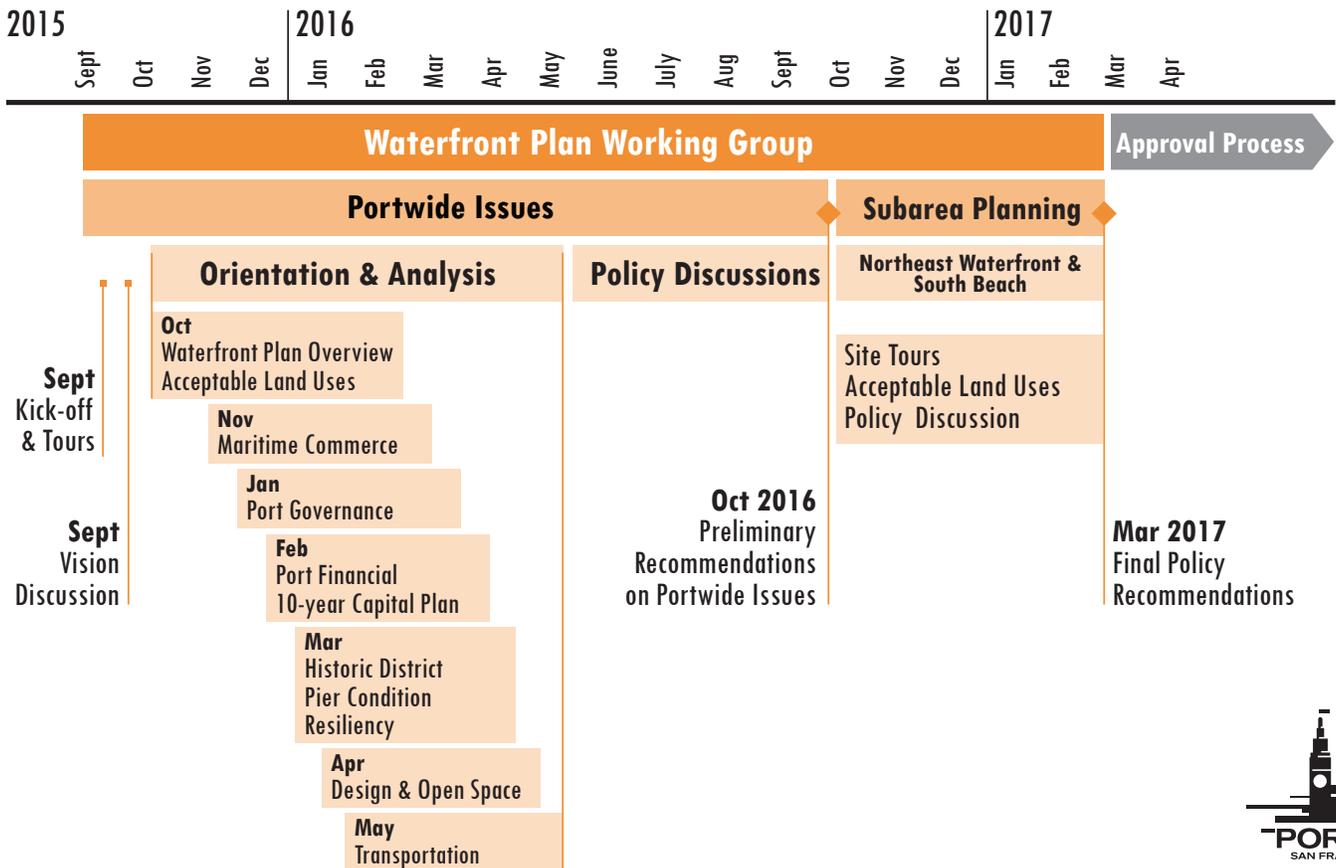
The Port of San Francisco will kick off an update of the Waterfront Plan in Fall 2015. A Waterfront Plan Working Group is being created to discuss and recommend how the Waterfront Plan should guide future Port improvements.

## Get Involved in the Waterfront Plan

The Port seeks help and participation from San Francisco neighborhoods, organizations, regional stakeholders, waterfront agencies, and interested citizens **through July 17, 2015**. Go to [www.sfport.com/wlup](http://www.sfport.com/wlup) for more information and to submit your interest in the Waterfront Plan Working Group and/or technical advisory teams.



## Proposed Update Process



## **Exhibit B**

Transmittal of Public Comments Received on the  
Report on the Waterfront Land Use Plan Review, 1997-2014

### **Written Comments and Meeting Minutes**

Meeting and Presentation Log	Page 2
Written Comments Received	Page 4
CAC Meeting Minutes	Page 97

### Exhibit B: Waterfront Plan Review – Log of Meetings and Presentations

DATE	GROUP	KEY COMMENT ISSUES
8/11/14	South Beach Mission Bay Neighborhood Assn	-Concerns about future of Pier 30-32, structural and regulatory constraints Port
8/12/14	Port Commission	Introduce report, issues, analysis; set 9/30/14 comment deadline Port Commission minutes
8/13/14, 9/15/14, 10/1/14	NEWAG	August 13, 2014 NEWAG minutes <a href="http://www.sfport.com/Modules/ShowDocument.aspx?documentid=8685">http://www.sfport.com/Modules/ShowDocument.aspx?documentid=8685</a>  September 15, 2014 NEWAG minutes <a href="http://www.sfport.com/Modules/ShowDocument.aspx?documentid=8767">http://www.sfport.com/Modules/ShowDocument.aspx?documentid=8767</a>  October 1, 2014 NEWAG minutes <a href="http://www.sfport.com/Modules/ShowDocument.aspx?documentid=9163">http://www.sfport.com/Modules/ShowDocument.aspx?documentid=9163</a>  -Clarify purpose of WLUP Report – not a Plan update, but a public discussion to inform future staff proposal for the public process to update the Plan -Informed of comment deadline extension to 11/30/14 -9/15/14 meeting focused on WLUP issues for Northeast Waterfront subarea Need for defined process for Unique Development (e.g. Teatro Zinzanni @SWL 324) -10/1/14 meeting focused on WLUP issues for Ferry Building subarea
9/17/14	CWAG	September 17, 2014 CWAG minutes <a href="http://www.sfport.com/Modules/ShowDocument.aspx?documentid=9165">http://www.sfport.com/Modules/ShowDocument.aspx?documentid=9165</a> -Need for new forms, improve public outreach to inform citizens about the Port in general, as well as WLUP issues -Concern about address of the future of historic piers, in the face of costs and sea level rise
9/24/14	SWAC	-Support Port's maritime development and backlands land use and leasing planning -minutes (placeholder for link)
10/1/14	NEWAG	-WLUP issues for Ferry Building subarea
10/1/14	State Lands	-Understand the issues, will work on comments to Port -Definitely want to engage community planning work ahead; SLC wants to engage/lead discussion about public trust -Need further details on subarea planning process -Will consider possible presentation to Commission
10/16/14, 11/4/14	BCDC Commission, Staff	-BCDC minutes "What's Next" map is very effective for Commissioners unfamiliar with many parts of waterfront; before and after images convey how much positive change and improvement; some comments on how to improve the map -Step up sea level rise planning and coordination between the Port and BCDC (and City) -Range of term (20-25? Years) for interim leasing -Public realm improvements for Embarcadero Promenade
11/4/14	SF Controller,	-Seawall seismic structural study, possible implications for Embarcadero roadway -Sea level rise impacts (2100, 36" scenario) on City -Follow up presentation to Capital Planning Committee
11/4/14	San Francisco Heritage	-Concerns over challenges for further historic rehabilitation projects, given

		<p>pier condition, development expense and the added risk of sea level rise</p>
11/4/14, 11/10/14	Pacific Waterfront Partners, Giants, EOP	<ul style="list-style-type: none"> <li>-Supportive of collaboration on adaptation/ operational strategies to address sea level rise</li> <li>-Support Port's seawall seismic structural study effort</li> </ul>
11/7/14	SPUR Waterfront Committee	<ul style="list-style-type: none"> <li>-Add City's peninsula form as context, highlight POSF waterfront</li> <li>-Agree with the scope of issues facing the Port, with one addition: urban form</li> <li>-Add Before images for Pier 70 and SWL 337</li> <li>-Clarify in Capital Plan slides that Port is self-financing</li> <li>-Sea level rise and seawall seismic issues reflect the importance of Port and City to take lead as protection of the City; transcend individual developments</li> <li>-Description of regulatory challenges is compelling and has not been previously presented as clearly</li> <li>-"What's Left" map is helpful, highlights how few sites are left, illustrates there is no wall on the waterfront; Port should explore more flexibility with BCDC/SLC to improve them?</li> <li>-Note that plans need some flexibility; Exploratorium, Cruise Terminal are successes even though they required some plan amendments</li> </ul>
11/11/14	Telegraph Hill Dwellers	<ul style="list-style-type: none"> <li>-Disagree with how the Port has traditionally handled the requirement to review the Waterfront Plan per Proposition H</li> <li>-Concern about Cruise Terminal Operations building relative to CEQA clearance – undermines community trust in Port</li> <li>-Oppose a project at 8 Washington that is substantially similar to the project voters rejected</li> <li>-Support for broader Citywide outreach</li> <li>-Establish a Waterfront Plan Advisory Board to update the Waterfront Plan</li> </ul>
11/12/14	CWAG, South Beach Neighborhood Assn, SWAC	<ul style="list-style-type: none"> <li>-Agreement/support for recommended planning in South Beach waterfront subarea</li> <li>-Climate change and sea level rise</li> <li>-Continue further outreach to broader city</li> <li>-Discussion on SWL 337/Mission Rock: one stakeholder cites need for more planning vs. other viewpoints that pre-development community planning has been completed</li> </ul>
11/17/14	SF Capital Planning Committee	<ul style="list-style-type: none"> <li>-Planning for sea level rise line of defense and any required Seawall seismic strengthening are public works projects that require coordinated City and regional planning and strategy; build upon the sea level rise guidelines developed for City capital projects</li> </ul>
11/20/14	Exploratorium	<ul style="list-style-type: none"> <li>-Support of Port waterfront changes under the Plan</li> <li>-Extended discussions regarding seawall seismic condition and interest in Port seismic structural study results</li> <li>-Interest in further collaboration on planning for strategies to manage sea level rise/flood risk</li> </ul>
12/5/14	Rudolph Nothenberg, Louise Renne	<ul style="list-style-type: none"> <li>-slideshow briefing</li> <li>-Port capital and financing needs</li> <li>-waterfront transportation congestion and service needs</li> <li>- increased City and public funding support for waterfront, including maintaining the seawall</li> <li>-reduced dependency on private development financing</li> </ul>

**Web comments received through December 1, 2014.**

**Please note that the email addresses and phone numbers of the public commenters have been redacted for privacy reasons.**

9/16/2014 12:31:38 Diane Walton [REDACTED]

September 15, 2014

The Dolphin Swimming and Boating Club participated heavily in the formation of the original Waterfront Plan. We made sure the Dolphin and South End Clubs, and other Aquatic Park users were appropriately acknowledged and that recreational rowing, kayaking and swimming were recognized as clean and vital water- dependent uses. As our memberships and the members of the public who access the Bay through the Clubs continue to grow, support for our work, from the City and from the Port and other partners on the waterfront, has continued. We exist in an extraordinary setting, rendered all the more vital by the City's commitment to our working waterfront. The diversity of uses and the balancing of interests provide a constant challenge, and we are proud to be part of the Bay stewardship.

We continue to believe next steps toward revitalizing Muni Pier should be discussed now, and we are unsure of the efficacy of the recent changes for parking on Hyde Street between Jefferson and Bay as the east side of the street is rarely utilized by the entity to which it was assigned, in a neighborhood of high demand.

If you have any specific questions about how to best represent water dependent recreational and other water dependent opportunities to enhance the diversity of the populations able to benefit from San Francisco Bay, let us know.

With gratitude,  
Diane Walton, President  
Dolphin Swimming and Boating Club

11/16/2014 10:10:55 Pete Gandel [REDACTED]

The proposals in the Asian Neighborhood Design (AND) are worthy of consideration since considerable thought and research went into their summary. They have correctly described the feelings of all the diverse small communities affected by these developments. If this plan can not be accepted in its entirety then at least some of the ideas should be considered

11/16/2014 10:11:29 Patricia Neel [REDACTED]

Do NOT raise the height limitations on the northern waterfront. The residents of San Francisco have overwhelmingly voted against raising the height limitations and no amount of money from developers should take precedence over the people who have already spent their hard-earned money to buy or rent homes here. The developers will eventually take their money and leave, but the residents would be left with their ruination of our beautiful waterfront.

11/16/2014 19:18:44 [REDACTED]

Please do the citizens of San Francisco right and make sure seawall lot 351 is available for all of us and not anything similar to the ridiculous plan put forth by Simon Snellgrove last year. Myself and many of my community will only support a plan such as one put forth by the Asian Neighborhood Design (AND) group and community participants in developing SWL 351 as "recreation...bicycle...transit and youth-oriented activities that would complement the existing Bay Club at The Gateway..."

This would include a waterfront bike, sport and transit center similar to the one in Chicago's Millennium Park, with a café or restaurant at the corner of Embarcadero and Washington Street.

We will object vigilantly anything else that does not provide something similar.

Thank You for this consideration.

11/17/2014 15:16:51 Ken Mirabedy [REDACTED]

As a long time resident of San Francisco with a big family, my children use the Golden Gateway Club. I believe that anything built on SWL 351 that would obscure views from Telegraph Hill cannot be acceptable. Any development must be an integral part of the step down view from the heights. Our community's open recreational space must be preserved. I believe that the SF Port must understand that our neighborhood community wants development that serves all San Franciscan's and those that come to visit our waterfront. It belongs to everyone.

11/17/2014 15:26:17 Robert Welles [REDACTED]

In November of 2013 the voters of SF defeated the proposed growth plan. Again, we will organize and vote against any growth plan that does not honor community involvement and input. We pay SF property taxes, use the waterfront daily and want to maintain a human scale of the environs. Work with us. Thank you.

11/24/2014 13:33:06 Sharon Polledri [REDACTED]

1. Provide estimated general timeline for waterfront transportation improvements.
2. Sea level rise and resiliency--frame issues in terms of importance to City's defense (NYC example).
3. Historic resources/finger piers--outline estimated costs and timeline of life and selective demolition of finger piers. Provide an example or two, so that public understands financial consequences of in-action, selective demolition, or has basis for determining land use options.
4. Interim use policy -- explore policy/financing/risk management avenues to lengthen term and possible extensions. Look for ways to apply generally to pier reuse (in lieu of uncertainty re: long term ground leases). Enlist experts in real estate community to brainstorm ideas for policy development.
5. Pier 30-32: future community planning: outline strategies to proactively reduce pier while maintaining berthing capacity.
6. NE Waterfront: focus on inserting/supporting maritime uses. Use pier sheds for uses that enhance the waterfront visitor experience. (See below)
7. Develop innovative strategies to fulfill Trust purpose of public access and enjoyment of waterfront: e.g. Docent or volunteer "ambassador" program, cultural or historic programming, comfort stations (toilets, water, etc),

inexpensive snack or food options (kiosks, food trucks, etc). Seek funding from grants, income developments, donors.

8. NE Waterfront--re: controversial luxury condominium project -- if and when current developer's rights expire, explore higher density and broaden the targeted housing market segment.

9. Broadway and Vallejo affordable housing site: aggressively explore ways to increase density, height, etc. The site is too well placed and the need is dire. Consider the developer commitment as a start, not the end.

10. Port communications-- consider creating a few pieces that target the general public, not just informed Port insiders (friendly and not). Land use professionals, my self included, tend to talk over people's heads. Most people are busy with the complexities of their own lives. They have limited time to spend on Port issues, but they care deeply about the waterfront.

You want to reach people before, say, they discover the quality of life in their neighborhood is threatened (and they become adversarial). They may also have great ideas, and want to participate constructively. Make it easier for people to engage.

Consider retaining communications expertise with a solid public policy background.

11. Last but not least, thank you for the many years of hard work and dedication.

11/25/2014 15:53:22 Karen Scarr [REDACTED]

I write to express my continued opposition to the 8 Washington development proposed for Seawall Lot 351 (SWL 351), which would destroy the Bay Club at the Gateway and eliminate precious recreational space and activities in our neighborhood, where they are sorely needed. Any development of the SWL 351 must preserve the Bay Club, provide open recreational space for all, and not block views to/from Telegraph Hill and the Ferry Building. I strongly support the position of Friends of Golden Gateway (FOGG) and the recommendations developed by the Asian Neighborhood Design (AND) group and community participants to develop SWL 351 for recreation, bicycle transit and youth-oriented activities that would complement the existing Bay Club at The Gateway. The proposed waterfront bike, sport and transit center, similar to the one in Chicago's Millennium Park, and café or restaurant at the corner of Embarcadero and Washington Street, would enhance the waterfront promenade without compromising community open space or views. We have only one waterfront. It must be preserved and developed responsibly so that it can continue to be enjoyed by all San Franciscans and visitors for generations to come. Thank you for your consideration.

11/27/2014 12:50:49 [REDACTED]

On the whole I like the plans for the hotel and Teatro Zinzano on the Embarcadero and Broadway triangular lot as it will add interest to the neighborhood and respect the 40' height limit. I am very concerned about the potential for damage to the character of the neighborhood and by the effort by the Port with support from Mayor Lee and his supporters to increase the height of buildings and am scandalized at the political and social effrontery of the lawsuit instituted by Gavin Newsom on behalf of the Port attempting to overthrow the massively supported ballot initiative wrt Lot 351. My other equal concern is to keep Broadway attractive and the effort by the Port to build a 65' building on the Lot 322 site (to support funding for Port projects in a completely different area, Pier 70!) seems to me highly unwise and detrimental and possibly unethical and illegal. Broadway should be an attractive tree-lined street with retail establishments as it approaches close to the waterfront and not a high building wall of 65'. In the long run this is what will benefit the city, its citizens and the voters.

11/27/2014 18:23:29	William Benkavitch			
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I am commenting on a statement on page 85 of the Waterfront Land Use Plan, currently under review, concerning SWL 351 and the 8 Washington Street high-rise luxury condominium project.

The statement 'Although the project secured City approvals from the Port, Planning Commission and Board of Supervisors, the Northeast Embarcadero Study did not produce a consensus.' is not correct. There was a consensus. The consensus was that the project should not be built and that the existing open recreational space should be preserved.

The Planning Department 'fix' of the Northeast Embarcadero Study (NES) to justify the 8 Washington Street project was in from the beginning of the 'planning' process.

The flawed NES never attempted to address the value of the existing tennis and swim facility to San Francisco, in spite of written requests from the beginning of the 'planning' process to do so. The words in the initial draft of the NES remained UNCHANGED in the final report. Key words in Design Principle 5: page 26 are "Whether such a replacement facility serves a broader public beyond the immediate neighborhood, however, is not relevant to the current discussion."

I participated in every NES workshop. Along with other participants, I submitted written comments about this flaw.

The Planning Department controlled the written words in the NES. Now the SF Port is carrying on with the flaw to continue to justify the 8 Washington Street project.

The SF Port, rather than continue to refer to the NES, should embrace what those of us who live in the neighborhood came up with - A Community Vision for San Francisco's Northeast Waterfront. This Vision was prepared by Asian Neighborhood Design (AND). The neighborhood groups who participated in this Plan believe it is politically feasible and will yield more revenue than the SF Port's one-at-a-time approach to building on seawall lots.

The SF Port now has an opportunity to overturn the flawed NES and go forward with a Plan that is supported by the neighborhood. I ask that you incorporate the AND Vision into the Waterfront Land Use Plan.

11/29/2014 10:05:23	Bill Hannan			
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I thought the Review was very well done. Here are a few comments on the preliminary recommendations.

#### Chapter 1

Recommendation: The City, State Lands and the proponents of Proposition B should explore ways to resolve the legal controversy regarding Proposition B in an expedited manner.

Comment: One possible resolution would be for State Lands to dismiss its action without prejudice, and wait a few years to see what happens. All parties may be pleasantly surprised. Earlier this month the voters approved a height increase at Pier 70. The Giants are scaling back their plans for Parking Lot A, and are likely to have enthusiastic public support for their eventual proposal. If State Lands were not satisfied, it could return to court.

#### Chapter 3

Recommendation: For subarea planning to be effective, the Port and neighborhood groups in the Northeast Waterfront should consider setting aside the history of conflict over Port developments and avoid prejudging each other's intentions.

Comment: Agreed!

Recommendation: Port staff should consult with the Northeast Waterfront Advisory Group about whether a boutique hotel is still appropriate for Seawall Lot 324 at Broadway and the Embarcadero, as originally envisioned after adoption of the Waterfront Plan.

Comment: Teatro ZinZanni is proposing a small hotel, dinner theatre and small park for this site. The concept has been presented to NEWAG and neighborhood groups and has been well received. We look forward to seeing detailed plans.

Recommendation: Port staff should consult with the Northeast Waterfront Advisory Group regarding potential uses of Seawall Lots 323, 321 and 314 which are currently used for parking. These sites represent opportunities to reconnect adjacent neighborhoods with the waterfront and to improve the public realm on the west side of the Embarcadero.

Comment: The same should be done for Seawall Lots 324 and 351. Port staff and NEWAG should seriously consider the Asian Neighborhood Design Community Vision recommendations, including these for Seawall Lot 351: "recreation, bicycle, transit and youth-oriented activities that would complement the existing [Bay Club at the] Gateway". (AND Community Vision, p. 22 and recommendations 4.2, 4.4 and 4.8) A sidewalk café would fit well into the corner of Washington and the Embarcadero and would be a welcome addition to the neighborhood.

Sincerely,

Bill Hannan, president  
Golden Gateway Tenants Association



11/29/2014 12:34:48 Esther Marks [Redacted]

Am so sorry have not been able to set aside time to make a more detailed comment but would recommend Asian Neighborhood Plan's Northeast Waterfront Community Plan be incorporated in your updated Waterfront Land Use Plan.

11/30/2014 10:03:47 [Redacted]

Waterfront Land Use Plan Review

The Ferry Building Waterfront Acceptable Land Use Table

Seawall Lot 351

The Acceptable Uses for Seawall Lot 351 shown in the Ferry Building Waterfront Acceptable Land Use Table should be revised.

Include Transportation Services and Sports Facilities

The Acceptable Uses shown for Seawall Lot 351 should be revised to include Transportation Services and Sports Facilities. Their inclusion would support the Ferry Building Subarea Objectives to "Restore the Ferry Building Waterfront as a major transit center by improving transit access and transfers among water and land transportation modes."

The construction on Seawall Lot 351 of a new bike transit center with bike storage for cross bay and local commuters, and bike rentals for tourists, would enable more bike usage, more ferry usage, and less car usage. A bike transit center would also complement the existing, active recreational facility at The Gateway.

Exclude General Office and Residential

The Acceptable Uses shown for Seawall Lot 351 should also be revised to exclude Residences and General Offices. Their exclusion would support the Ferry Building Subarea Objectives to "Physically and visually integrate the Ferry Building and environs with spectacular City and Bay settings."

Lot 351 is visible from the Ferry Building, Ferry Park, and northward along the Embarcadero. Even a two-story residence or office building at the intersection of the Embarcadero and Washington Street would probably obscure the existing views toward one of San Francisco's most prominent hills, Telegraph Hill with its iconic Coit Tower.

A two-story building would also be the beginning of a wall next to the sidewalk and parallel to the west side of the Embarcadero where no parallel wall has ever been erected. The wall would transform the Embarcadero north of Washington Street into an urban canyon.

11/30/2014 12:23:48	Katy Liddell			
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Ms. Monique Moyer, Executive Director  
Port of San Francisco

Re: Comments on Draft Waterfront Land Use Plan, 2014 Review

Thank you for asking for the public's input on your Draft Waterfront Land Use Plan Review. I personally appreciate the opportunity to share my thoughts. That being said, I offer comments only on what I know and have observed. I do not pretend to be a financial or maritime expert and do not feel qualified to comment on many aspects.

First, I have to congratulate you and your staff for being, in my opinion, the smartest and easiest group with which to work here in the City. I truly look forward to seeing and working with every Port staff member with whom I have come in contact. As an active citizen involved with many City agencies over the years, I have worked with a number of City "family" members. I always feel as though Port staff truly cares about San Francisco's waterfront and that they feel personal responsibility for what happens to this sacred space. To that end, I offer my first comment.

San Francisco's waterfront belongs to and is the responsibility of the entire City as well as the State of California and the Federal Government. But, it seems that the Port is burdened by the lack of financial support from any of these other entities. The City, the State, and the Federal Government should share in the funding of upkeep and development of the waterfront. The cost of dealing with crumbling sea walls and rising seas need to be borne by all -- not just the Port.

Further, many City Hall "family" members, including Planning Department members, get involved with Port Plans. You and your staff are the maritime experts. You should be leading the action on Port issues with support from others, as you deem necessary. Each Port project needs a designated leader from the Port and that person should be recognized as the one who is calling the shots. I continue to be very impressed with Port staff and feel confident they are capable of overseeing the organization's efforts.

This is probably the right place in my comments to inject the very negative experience many of us had in our South Beach / Rincon / Mission Bay neighborhood when our own mayor unexpectedly announced the Warriors' plans to build their arena on Piers 30/32. His announcement and the direction to his staff and to Port staff to see this through resulted in awkward and unhealthy relationships amongst City and Port Staff and with the public. Although the OEWD was sorely needed to help with this project, I felt like they were leading the effort on behalf of

the mayor rather than allowing the Port to do so. Hence my comments in the previous paragraph.

Regarding community outreach, I applaud the Port's recognition that more a more intense effort is necessary in order to avoid the backlash caused by the proposed Warriors project, 8 Washington, and other controversial projects. All of the neighborhoods along the waterfront need to be engaged in the planning process. Every neighborhood organization - large and small -- needs to know that their input is valued. Outreach should extend also to the business community and to the HOAs associated with all residential units.

One very important thing for community outreach is education. I have been to so many meetings where participants suggest things for waterfront development projects that are not compliant with the Public Trust. We need to know what is possible, and we also need to know what is financially viable. I suggest a simple (if possible!), straightforward "Waterfront 101" course, which could be available for those of us who wish to actively participate in the process. Again, speaking from my own personal experience, there are but a few of my neighbors who really understand the complexities involved while the rest of us are either ignorant or in an intense learning process. An example is Pier 38. The developers visited our neighborhood association some months ago and asked what we would like to see in that space. Enthusiastic attendees made their suggestions, only to be told that – for many of their ideas -- “We can’t do that because of BCDC or other restrictions.” The result was that some folks left feeling rather negative. If they had known the guidelines for waterfront development, they could have suggested options that were in compliance instead of feeling like their ideas were not worthwhile.

Outreach also needs to ensure that any future CAC or advisory group formed is free of the Brown Act and Sunshine restrictions. Any such group needs to be able to freely converse amongst themselves and with the public for positive collaboration to occur. Members of the group need to be a diverse mixture of those predominantly from the neighborhoods affected. My own experience with the Piers 30/32 CAC was that many members were not from the neighborhood – and therefore not altogether familiar with its day-to-day life. I appreciated the variety of backgrounds and expertise, but intimate knowledge of the neighborhood was sorely needed.

Particular to the southeastern waterfront, the new and emerging neighborhoods here need a very loud voice in the future of our neighborhoods. We have less open space than other parts of the City, and we continue to add hundreds of new residents and workers each day. We treasure our part of the waterfront as a serene, natural body of water. We want to keep it clean and uncomplicated while preserving the rich history of its past. Many of us used to call this part of the waterfront a hidden gem. When I moved here in 1995, the neighborhood was deserted. Very few people seemed to know about us and most had no desire to come over this direction. Once the ballpark arrived along with the ensuing development, the word was out. In the meantime, those of us who live here are glad to share and welcome visitors with open arms. But, we want to preserve what we have as we continue to grow and welcome even more residents and visitors.

In the case of Piers 30/32, we should demolish the unsafe parts and save what we can to use as an extension of the Brannan Street Wharf -- a pedestrian pier where we can continue to enjoy the beauty of the bay. The deep-water berth should be preserved for visiting ships.

Revenue from the sale of SWL330 should be earmarked for Piers 30/32 and not be allowed to be used for any other purpose. No mega-project of any kind should be allowed on this site.

The Port needs to partner very closely with the SFMTA for transportation planning. The southern waterfront is already extremely underserved while development continues to leap ahead. In fact, the Port needs to lean on the MTA to expedite their plans for improved transportation and inject its voice where necessary to assure that Port projects get the priority they deserve. We are far, far behind where we should be.

Although maritime industry has subsided, every effort should be made to preserve what is left of the working Port to assure it stays active and grows, if possible.

In closing, I want to reiterate once again that I am a novice when it comes to high finance and City and Port planning. I offer these comments from my own experience and opinions, right or wrong. The WLUP Review is a

truly valuable document as it is a wonderful composite of the Port's history. I'll be using it as a resource as we continue to plan what's best for our beloved Bay. Thanks and kudos to all who had a part in putting it together.

And again, thank you for the opportunity to share my opinions. I do sincerely appreciate all you and your staff do to take care of the Port of San Francisco.

Regards,  
Katy Liddell  
Former Chair, Piers 30/32 CAC

**From:** michael daly [REDACTED]  
**Sent:** Sunday, August 17, 2014 10:22 PM  
**To:** Benson, Brad (PRT); Oshima, Diane (PRT)  
**Cc:** Beaupre, David (PRT); Moyer, Monique (PRT)  
**Subject:** Public Comment LUP --Pier 84 inclusion

To: Diane Oshima, Brad Benson - Port of San Francisco  
cc: Monique Moyer, David Beaupre - Port of San Francisco

Reference: Port of San Francisco --Draft Land Use Plan

Subject: ***Request Inclusion --Planning for Pier 84***

Thank you for last week's wonderful report, which I obtained the morning of your open meeting. Thank you also for your request for public review and comment; I have now read your draft. I am writing to you at this time to participate appropriately in your public dialogue process.

- 1) Please recall Port Commission Meeting of May, 2013, specifically calendar Item 9A, This refers to Executive Director Moyer's recommendation to the Commissioners that they accept a California Coastal Conservancy grant to accomplish specific tasks at Islais Creek, at a location historically called Pier 84-- Copra Crane Dock.
- 2) This matter was thoroughly researched by David Beaupre for presentation to Byron Rhett, and David's report is attached to this email per pdf.
- 3) These matters resulted in an affirmative resolution, please see Port Commission Document # 13-18 Resolution. Eventually all of this was coordinated with the SF Board of Supervisors. The City has formally waived CEQA at this location, and all aspects presented conform to BCDC and State regulations.
- 4) Please note that the SF MTA has completed and is now operating a wonderful bus maintenance facility at this location.
- 5) Please also note that the north shoreline along Islais Creek has been developed per general landscape architectures of the Bay Trails, and on this site is a spectacular steel sculpture intended to salute the historic ship building which occurred in this part of the City.
- 6) Currently there exist numerous abandoned piles in the waterway, which the CCC Grant intends to remove. Also existing is the substructure of an historic crane, this is also scheduled for removal. These cleanup items alone will greatly enhance this part of the City's waterfront, and accomplish most of the CCC grant intentions..Descriptive photographs are attached.
- 7) Regarding the historic crane, it is in Port storage nearby. It is unclear to me what current consensus exists as to most beneficial use. I would imagine that specific question would require some type of specific community meeting to determine the best solution for the City and Port, the current and future neighborhood, and general respect for SF History. The Port is the best agency to determine what to do with the Copra Crane, the Port has the means to determine the best use for the whole City as to this matter. Yet the Board of Supervisors may want participation. I would imagine that the SF Arts Commission, and the sustainers of the new site sculpture would want to comment on any plans to restore the historic crane. At this time, my only request is that Pier 84 be included in your final LUP.

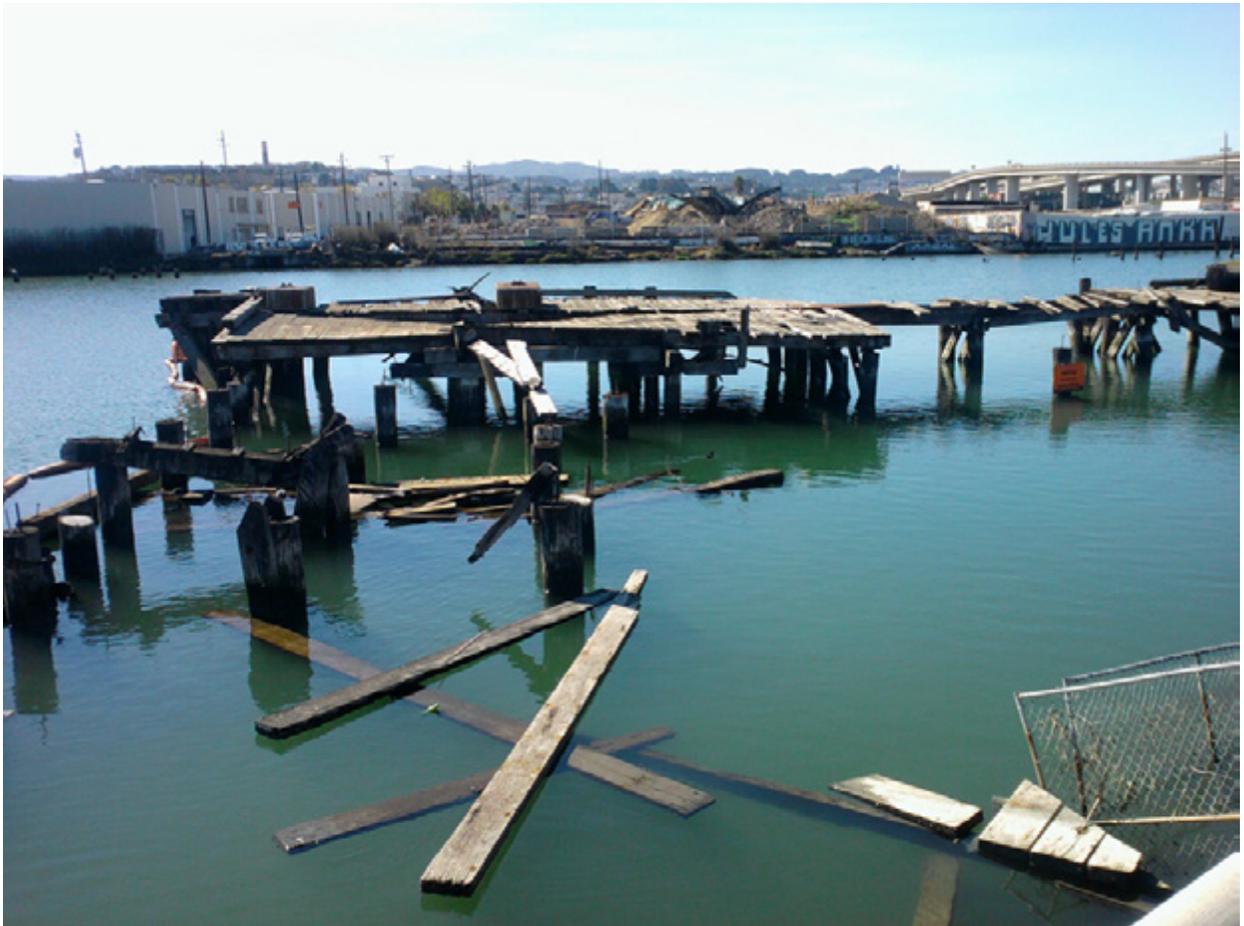
My request at this time is that the Port Planning team include in the final LUP Document some description of Port Intentions as to Port of San Francisco Resolution 13-18. And since your 23 September meeting is scheduled at a venue quite close to this location, I request some type of update as to any short term work now scheduled. This would likely be important to those from this community attending your meeting.

Thank you

Michael Daly



Attachments follow (9 pages).





## MEMORANDUM

May 9, 2013

**TO:** MEMBERS, PORT COMMISSION  
 Hon. Doreen Woo Ho President  
 Hon. Kimberly Brandon, Vice President  
 Hon. Willie Adams  
 Hon. Leslie Katz  
 Hon. Mel Murphy

**FROM:** Monique Moyer  
 Executive Director

**SUBJECT:** Request authorization to accept and expend \$616,534 in grant funds from the California Coastal Conservancy for the restoration of the Copra Crane and removal of pile supported wharf at Pier 84 on Islais Creek at the southern terminus of Indiana Street

**DIRECTOR'S RECOMMENDATION:** Approve Attached Resolution

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### Overview

Port of San Francisco staff has applied for and was awarded a \$616,534 grant from the California Coastal Conservancy to restore and reassemble the Copra Crane ("Crane") and to remove pile supported wharf structures known as Pier 84 on Islais Creek (see Exhibit A, Photo and Location). The Copra Crane will be reassembled in its original location at the terminus of Indiana Street and the wharf removal area is adjacent to the Crane on the northern shoreline of Islais Creek, generally between Indiana Street and Interstate 280.

The Crane is the last remnant artifact along San Francisco's waterfront of the days when the longshoremen used hand operated machinery to off load material from cargo vessels. It is also the last surviving part of the former Cargill industrial plant that was developed on the northern shore of Islais Creek at the terminus of Indiana Street. The Crane, once reassembled will stand 5-stories high and weigh approximately 16,000 pounds and was last used by Granex Corporation in 1974 to off load Copra (dried coconut) that was imported primarily from the Philippines.

Once restored, the Crane will become a landmark to labor history, recognizing the important role labor had in the development of the San Francisco Waterfront.

**THIS PRINT COVERS CALENDAR ITEM NO. 9A**

## Site History

The copra import operations were first established in 1948, when the Port of San Francisco constructed the Pier 84 facility to support the cargo operations and the Cargill Company constructed a copra oil refinery. Over time there were several Copra off-loading machines (cranes). The most recent, which exist today, was constructed in 1965 by Granex Corporation, for a copra processing plant owned and operated by Philippine Nationals. The Crane was historically used to vacuum Copra from ships hulls to a warehouse on land, where the Copra was processed for use, as oil in soaps, food and cosmetics. The Copra operations occurred on Islais Creek until 1974 when the copra processing plant closed.

Currently the Crane is recognized by the City Planning Department and State Office of Historic Preservation as a historic resource that is eligible for listing on the National Register of Historic Places pursuant to the City Planning Department's 2001 Central Waterfront Cultural Resources Survey. Although the Crane was constructed less than 50 years ago, it is historically significant at the local level because of its connection to the Central Waterfront's and San Francisco's labor history and because it is the last remaining piece of hand operated machinery on the Port of San Francisco, used by the longshoremen working bulk cargo.

## Project History

In 1999, an organization called the Copra Crane Labor Landmark Association (CCLLA) approached the Port of San Francisco with a proposal to restore the Copra Crane as a Landmark to recognize the important role of labor on the San Francisco Waterfront. The CCLLA is a group of individuals that represent a broad spectrum of labor, historians and neighborhood stakeholders, including representatives of various labor unions such as the electricians, pile drivers, carpenters and longshoremen as well as the Friends of Islais Creek. The CCLLA interest in restoring the Crane was summed up by one of its founding members Julia Vierra as saying: *"the Copra Crane on San Francisco's Islais Creek is a highly visible reminder of toil on the waterfront. It symbolizes a worldwide process -- harvesting coconuts from palm trees on Pacific plantations; shipping and unloading dried copra; processing the copra for oil for food, soap, perfume, and medicine; and recycling the residue for animal feed. Islais Creek, once the home of tanneries, canneries, and slaughterhouses, meant both welcome jobs and careless damage to a bay inlet. As factories faced obsolescence, they were abandoned."* In the last decade, community conservationists and preservationists have banded together to restore the creek, including restoration of the Crane.

Over the years the Port assisted in helping the CCLLA achieve its goals of restoring the Crane. Unfortunately the organization was not able to complete the project and in 2012, the Port working with the San Francisco Municipal Transportation Agency (SFMTA) removed the Crane in an emergency situation. The SFMTA was under construction on an adjacent site and noticed movement of the Crane. Recognizing the potential imminent collapse into the creek, the Port and SFMTA mobilized and removed the crane from its pile supported platform. The Crane was dismantled and placed on Port property for storage. The dismantling was photo-documented and assembly plans for the Crane were prepared prior to dismantling.

## **Project**

If approved, this grant will be used to:

- design a new platform to support the reassembled Crane;
- develop a plan to reassemble the Crane for ornamental purposes (non-functional);
- remove the deteriorated piles and structures once used to support the Crane;
- install a new platform structure in the same location, to support the Crane;
- reinstall the Crane;
- prepare plans for removal of the adjacent Pier 84 wharf area; and
- remove the deteriorated Pier 84 wharf structure.

The project to remove the deteriorated wharf area and to reconstruct and reinstall the Crane will be completed under a single construction project.

Once the Crane restoration project is completed, the CCLLA, coordinating with the Port and SFMTA will create and install site interpretation about this history of the Copra Crane and role of labor.

## **Grant**

In 2009 and 2010, the California Coastal Conservancy (CCC) received approximately \$672,586 in mitigation funds resulting from the San Francisco Bay Conservation and Development Commission (BCDC) permit requirements for San Francisco Public Utilities Commission and West Coast Recycling. These funds were placed in the Conservancy's Coastal Trust Fund Account and have accrued approximately \$12,452 in interest, for a total of \$685,038. The CCC fee to administer the grant is approximately 10% with the remaining \$616,534 of funds going to a grant to the Port. The BCDC permits called for the funds to be allocated for improvements for public access at Islais Creek in San Francisco. The Port of San Francisco, CCC and BCDC staff subsequently met to discuss the proposed project. Should the grant be approved, the Port anticipates completion of the Islais Creek waterfront improvements and Copra Crane restoration in mid to late 2014.

## **Community Review**

The restoration of the Copra Crane as a labor landmark and the removal of the dilapidated wharf area adjacent to the Crane have broad community support. The Port and CCC received letters of support for this grant from a variety of labor groups, preservationists, neighborhood activists, kayakers and Friends of Islais Creek. The Port's Southern Waterfront Advisory Committee also supports the project.

## **Environmental Review**

Consistent with the California Environmental Quality Act, the San Francisco Planning Department issued a Categorical Exemption (Case No.2013.0447E) under Class 3 Historic Resource Rehabilitation/Restoration for the Crane restoration and a Final Environmental Impact Report for the 34<sup>th</sup> America's Cup & James R. Herman Cruise

Terminal and Northeast Wharf Plaza (Case No. 2010.0493E) for the Pier 84 wharf removal.

### Funding & Schedule

The Project is primarily being funded through the CCC grant. The Port will supplement these funds including funds already expended to conduct the emergency removal of the Crane and through staff time. The following is a preliminary estimate of the funding allocation by task and funder:

Task Number	Task	Port Funding	Coastal Conservancy	Other Funds (SFMTA,CCLLA)	Total Cost
1	Remove Crane from Platform	\$25,000		\$35,000	\$ 60,000
2	Complete Final Designs	\$50,000	\$30,000		\$ 80,000
3	Complete CEQA	\$5,000			\$ 5,000
4	Obtain Permits	\$5,000			\$ 5,000
5	Bid/Award/Construct		\$586,534		\$586,534
6	Develop project sign and install signs			\$35,000	\$ 35,000
<b>TOTAL</b>		<b>\$85,000</b>	<b>\$616,534</b>	<b>\$70,000</b>	<b>\$771,534</b>

### Schedule

The following presents a draft schedule for the design and construction of the project:

Project Phase	Start Date	End Date
Planning/Conceptual Engineering	Complete	
Design Engineering & Permitting	Summer 2013	Fall 2013
Bid and Construction	Fall 2013	Summer 2014
Project Closeout	Summer 2014	

### Port Commission Action

Through the attached resolution, staff seeks Port Commission authorization to accept and expend \$616,534 in grant funds from the California Coastal Conservancy.

Prepared by: David Beaupre  
Senior Waterfront Planner

For: Byron Rhett  
Deputy Director, Planning and  
Development

**PORT COMMISSION  
CITY AND COUNTY OF SAN FRANCISCO**

**RESOLUTION NO. 13-18**

WHEREAS, Port of San Francisco staff has applied for and was awarded a \$616,534 grant from the California Coastal Conservancy to restore and reassemble the Copra Crane and to remove pile supported wharf structures known as Pier 84 on Islais Creek; and

WHEREAS, the Copra Crane is the last remnant artifact along San Francisco's waterfront from the days when the longshoremen used hand operated machinery to off load material from cargo vessels; and

WHEREAS, the Crane is one of the last surviving parts of the former Cargill industrial plant that was developed on the northern shore of Islais Creek at the terminus of Indiana Street; and

WHEREAS, the Crane is recognized by the City Planning Department and State Office of Historic Preservation as a historic resource that is eligible for listing on the National Register of Historic Places pursuant to the City Planning Department's 2001 Central Waterfront Cultural Resources Survey; and

WHEREAS, an organization called the Copra Crane Labor Landmark Association (CCLLA) approached the Port of San Francisco with a proposal to restore the Copra Crane as a Landmark to recognize the important role of labor on the San Francisco Waterfront; and

WHEREAS, over the years the Port assisted in helping the CCLLA achieve its goal of restoring the Crane, but unfortunately the organization was not able to complete the project and in 2012, the Port working with the San Francisco Municipal Transportation Agency (SFMTA) removed the Crane in an emergency situation; and

WHEREAS, this grant will be used to: a) design a new platform to support the reassembled Crane; b) develop a plan to reassemble the Crane for ornamental purposes (non-functional); c) remove the deteriorated piles and structures once used to support the Crane; d) install a new platform structure in the same location; e) reinstall the Crane; f) prepare plans for removal of the adjacent Pier 84 wharf area; and g) remove the deteriorated Pier 84 wharf area; and

WHEREAS, restoration of the Copra Crane as a labor landmark and the removal of the dilapidated wharf area adjacent to the Crane has broad community support; and

WHEREAS, Consistent with the California Environmental Quality Act, the San Francisco Planning Department issued a Categorical Exemption (Case No.2013.0447E) under Class 3, Historic Resource Rehabilitation/ Restoration for the Crane restoration and a Final Environmental Impact Report for the 34<sup>th</sup> America's Cup & James R. Herman Cruise Terminal and Northeast Wharf Plaza (Case No. 2010.0493E) for the Pier 84 wharf removal; now, therefore be it

RESOLVED, that the Port Commission hereby authorizes the Executive Director to accept and expend \$616,534 in grant funds from the California Coastal Conservancy and to conduct all negotiations, and execute and submit all documents, including, but not limited to applications, agreements, amendments, and payment requests, which may be necessary to secure the aforementioned grant funds; and be it further

RESOLVED, that the Port Commission authorizes the Executive Director to execute an agreement, as required by the California Coastal Conservancy, to indemnify the California Coastal Conservancy, the State and others for liability associated with the grant funds, as approved by the City Risk Manager and the City Attorney's Office; and be it further

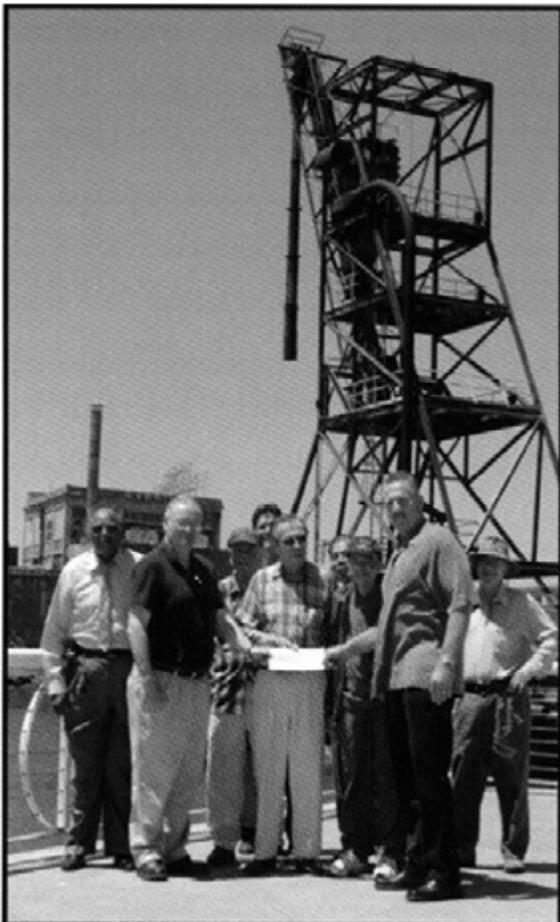
RESOLVED, that the Port Commission authorizes the Executive Director to seek Board of Supervisor's authorization to accept and expend the funds.

***I hereby certify that the foregoing resolution was adopted by the San Francisco Port Commission at its meeting of May 14, 2013.***

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Secretary

### Exhibit A. Photo and Location



*Volunteers of Copra Crane Labor Landmark Association in front of Copra Crane*

*Laborers Unloading Copra*

**Elliott, Tani (PRT)**

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From: Ron Kaufman [REDACTED]  
 Sent: Friday, August 22, 2014 6:30 PM  
 To: Oshima, Diane (PRT)  
 Cc: Moyer, Monique (PRT)  
 Subject: Waterfront Land Use

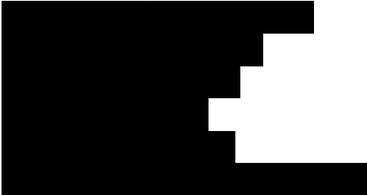
Dear Diane. Thank you for spending time discussing the Port and the Embarcadero. Some of my comments included the following:

1. The Port lots on the West side of the Embarcadero through the entire history of the Port have supported the successful use of the Piers. Therefore I urge that these lots not be committed independent of a supporting role for Pier redevelopment. The Broadway lot is an example. We all want more and affordable housing. However I do not think that the Port decision makers should succumb to the political pressures of the moment and commit this lot to non-Port pier support use. If the housing site is a portion of the Broadway site, in my opinion it will reduce the value of the remainder. I do not know how the Port will be compensated, but doubt that is the highest and best use for that Port site.
2. You mentioned that there would be parking under the housing and that is a wise and needed decision for many reasons. It will be supportive to Pier developments. Those developments draw crowds from all over the Bay Area, the State and beyond. Many of these people who create the economic feasibility for the Port developments must come by auto. Adequate parking will get them out of their cars so they can walk on the water side of the Embarcadero, reduce auto congestion and reduce pollution since these same autos will not have to drive endlessly looking for parking.
3. Embarcadero traffic. Since some insane planners reduced the number of lanes on the Embarcadero there have been periods of the days (especially summer visitor months) when the Emb is a parking lot. This would discourage the average person from returning to Port developments. A partial solution is to treat this as a case study in how to reduce a queue. Some suggestions.
  - a. Provide remote but convenient parking lots with shuttle buses to the Embarcadero. I realize that some of these off site lots may years from now be developed, but make use of them in the meantime and create some Port revenue. The shuttle buses should run down the middle where the F line runs and the buses can use the same stops. IE make greater use of idle land and already paid for infrastructure, keep some cars off the Emb and create revenue. Any number of parking operators can run these lots and with proper publicity and signage in numerous key locations they will be used. Pay for parking but your parking ticket is good for a person or family to ride free.
  - b. Provide traffic control people at key intersections/ stop lights during peak hours and peak days.
  - c. Provide programmable signage to direct traffic to alternate routes to Fisherman's Wharf; and have the traffic control officers trained to do the same. (Stockton St., Powell St., Sansome St., Van Ness, Bay St etc). IE break up the queue.
  - d. In cooperation with the Exploratorium, Ferry Building, Pier 39, Fisherman's Wharf etc the Port could run a free bus service from Union Square/ Financial district directly to the middle of the Emb; and use the F line roadway and stops. The hop on and hop off buses charge a fee and are too indirect. This fleet of buses could prevent hundreds of cars from driving to the Emb and be a captive audience for the Port. Should be well worth the cost.
  - e. The cruise ship terminal is a vast improvement in getting cars off the Embarcadero during the relatively limited days and hours of cruise ship loading. However, the terminal and support land represent a huge investment that often sits vacant. Therefore for many reasons I support using the terminal land for parking in non-cruise days; and assume that the very attractive and dramatic terminal will be rented for events, parties etc to produce revenue to help justify the cost of construction and pier infrastructure work.
  - f. The Port may do the following, but I am not sure. Every Port property occupant should be required to coordinate events with a Port coordinator. The purpose is to schedule them as to non-conflicting days, times etc and thereby ease some of the queues. An ordinance may be needed to enforce this.

- g. The companies around Levi's set a terrific example with their shuttles (Levi's Plaza, Williams Sonoma, Bay Club). Those help. In addition, there are employees who simply must travel from out of town by car. It is possible that some or many of these commuters/companies will agree to staggered hours, which would help with the rush hour queues.
- 4. Bicycles. An observation of the many pedestrians on the East/ water side of the Embarcadero is very gratifying. At the very same time there is often no one walking on the West side. And I mean no one. It is fine that some, small percentage of people use bicycles. However, I have often had to dodge bikes that do not stop for lights, use the side walk and are often not considerate of the safety of the greater number of pedestrians. The solution is obvious and similar to the way the Golden Gate Bridge handles this problem. That is, bicycles should use a revamped/widened West side sidewalk and not be allowed on the East side. Further, it is a huge error to take away already inadequate auto lanes to accommodate bicycles. Use the unused West side of the Embarcadero to solve the problem. Just like the GG Bridge.

Thanks for all you and the other professionals do for the Port. Please share this memo with your colleagues and the Commissioners. Best regards, Ron

Ron Kaufman  
*The Ron Kaufman Companies LLC*



*~ The Ron Kaufman Companies is celebrating its 51<sup>st</sup> year ~*

RUDOLF NOTHENBERG  


October 10, 2014

Ms. Monique Moyer,  
Executive Director, Port of San Francisco

Re: Comments on Draft Waterfront Land Use Plan, 2014 Review

I am pleased to respond to the “Draft Waterfront Land Use Plan 2014” I hope that the Port management and staff will find these comments helpful – that is the spirit in which they are submitted.

My history in supporting the Port and its various Directors – to and including your current leadership – goes back for the decades of my service as a San Francisco Public official. Such differences as I may recently have had with the Port stem directly from what I believe to have been the misguided efforts to locate an entertainment complex on Pier 30/32. An effort I thought damaging to San Francisco as a whole and at best unproductive to the Port specifically. I was a founder of the San Francisco Waterfront Alliance, formed to oppose the entertainment complex on P30/32, however the following remarks are solely my own.

The draft prepared by staff is a valiant effort to look back at the past and begin to deal with the future. It recapitulates the many accomplishments of the Port since the adoption of the WLUP. While I am pleased to acknowledge these many successes, it nevertheless seems to me that the proposed 2014 Revision needs to do more to (a) sufficiently and explicitly recognize several new realities facing the Port’s efforts to deal with its capital needs and (b) to address its relationships with some significant numbers of concerned citizens who have become disaffected over the past few years.

It seems apparent that the current strategy of relying in significant part on highly optimized private development on Waterfront property to finance the Port’s capital needs is no longer operative. The public has indicated - many times over –and most recently in 2014 – that development of the Port’s waterside property on a scale designed to maximize developer yield in contravention to existing height/bulk strictures is not acceptable. That will remain true irrespective of whether there is a many year long battle in the courts over Proposition “B”.

I suggest that the draft requires a far more realistic assessment of how much of the Port’s financing needs can, in the future be met by acceptable levels of private development on Port properties adjacent to Bay waters. With a new and more realistic estimate of how much the Port can in fact generate through private development, and of what the resulting financing gap will be, the new (or revised) WLUP should then include discussion of a strategy to fill the remaining gap. In that regard I would argue that the Capital program separate those projects that are clearly the responsibility of the Port’s alone from those that will require a broader funding base because they deal with City-wide or regional seismic or environmental risk.

It would be useful, both because it is true and because it is strategically important, to acknowledge that, with respect to financing certain capital needs, the Port, standing alone cannot succeed. The as yet unknown costs of seismically retrofitting the sea-wall, along with the immense costs of dealing with sea-level rise cannot be covered by the existing financing capacity of the Port, no matter the level of development it might seek on its properties. The seismic upgrading of the Sea Wall protecting the City is no less a responsibility of the City as a whole than was the seismic retrofit of its City Hall. One could argue that the Sea Wall retrofit is in fact more important (and I was in charge of the City Hall retrofit for years). It is folly to assume that the prospective seismic costs should somehow be the Port's responsibility alone. The City will have to find a way to deal with the seismic retrofit of the critical structures managed by those of its Public Service Enterprises - such as the Port and MTA - that cannot (unlike PUC and the Airport) generate enough revenue to rely on Revenue Bonds for their seismic upgrade needs.

The costs of dealing with Sea Water Rise are self-evidently far beyond the financing capacity of the Port, if not perhaps the City as well. To the extent the WLUP needs to contemplate sea-water rise – as indeed it should, then a strategy to elevate this issue to a regional if not a statewide and Federal level should be discussed and later initiated.

It seems to me that a far more direct, forthright and stronger statement about these issues should be made in any revised WLUP that discusses infrastructure financing issues.

The Port's process of rewriting or amending the WLUP could provide a good opportunity to restore the trust of those segments of the community who have become disaffected and remain suspicious of the Port's intentions. That process should be lavishly participative – even if the process then becomes more prolonged or troublesome than the Port might prefer. I believe the Port staff knows that the process needs to involve all of the stakeholders, most particularly the residents and businesses in each of the planning sub-areas. It may be more difficult to identify and involve community representatives/leaders in some of the newer residential communities such as South Beach and Mission Bay. Such individuals and organizations are easier to identify in longer established neighborhoods, but the effort to find them in the newer bay-side neighborhoods must be made. That such individuals and groups exist there was made evident by their appearance when their neighborhood's quality of life was threatened by the proposed Entertainment Center on P30/32. Once the parties are involved, there needs to be adequate time – no artificially rushed deadlines - and a genuine effort to listen and respond. The Port staff has successfully done this in other times. The experience is there and the draft should spell out in more detail what the ensuing process will be.

The following comments deal with the specific language found in the draft document. The below comments either expand on the larger issues that I raised above or, in other cases deal with narrower issues in that part of the Waterfront with which I am most involved, Pier 28 to China Basin.

pp.19, 34, 36, 208 and 223 (Citizen Involvement)

Portions of the above pages deal – in various contexts – with the public's role in future development projects. I believe the language regarding outreach and involvement needs to be fortified. The involvement of the public, most particularly of the neighborhoods most directly impacted, must start early – at the outset of a project and not – as the case on P30/32 - after the outcome had been pre-determined. There ought to be an explicit commitment by the Port to a more concentrated effort to bring in and involve more people from the most directly impacted neighborhoods. Appointed advisory groups for specific projects should consist of a majority of neighborhood stakeholders. Importantly, a process must be found to allow advisory groups to be more “open” and amenable to full discourse than the calcified process of the unlamented P30/32 CAC – charitably described as “stilted” on pp.228 of the draft.

pp.21 – 25, pp.58-59 (Financing/Funding Issues)

I certainly support the various recommendations of Port Staff to seek more public funding – including General Obligation Bond financing. I believe however that limiting the demand for G.O. Bond financing only to Waterfront Parks as is presently the practice (see pp.21) is far too timid a call for the use of such funds to deal with the Port’s infrastructure issues. To the extent that the Port’s infrastructure projects, be it the repair of a critical structure or the necessary removal of a rotten pier, provide widespread public benefits for the broader San Francisco community, the Port is entitled to demand that these needs be included for G.O. funding in the City’s Capital Improvement Plan. (see Point #2, bottom of pp.58).

I have earlier noted what I believe to be the advisability that the Port, in the WLUP, explicitly acknowledge that it cannot internally finance the costs of dealing with such broader issues as the seismic strengthening of the sea wall and the costs of a response to ocean water rise. While local G.O. Bonds will inevitably play a partial role in seismic issues, the draft should make clear that non-local funds, Regional, State or Federal will have to play the major role in dealing with sea-water rise costs not passed on to the private sector. Including these funding demands (seismic and sea level rise) along with, and undistinguished from, the rest of the Port’s more routine Capital program needs, distorts the picture and makes the solution to the Port’s singular, routine infrastructure needs seem all the more insoluble. I am not suggesting that these larger, non routine issues be ignored in the WLUP plan but that they be separately addressed as beyond the Port’s ability to deal with unassisted.

pp. 23,24 (“Waterfront Development”)

The draft (see pp.23) quotes the assumption (from the present WLUP) that “long term improvements of Port facilities would rely primarily on private real estate capital”. I believe – as I have earlier stated that this assumption is no longer valid. The Port should, in any revised/new WLUP, state directly and unequivocally that such a “primary” reliance is no longer possible – if it ever was. The sentence on pp.24 suggesting that that the Port has “come to understand” that “other” funding will be required, understates what the realities are likely to be. It avoids confronting an issue that the Port should explicitly acknowledge.

The draft should clarify that, while some amount of private real estate capital will continue to be generated from Port properties, ultra high yield “mega” projects on Bay frontage, with their attendant regulatory and political problems, are not likely to be in the offing. Thus, private capital will NOT yield the entirety or perhaps even the preponderance of the Port’s capital financing needs. And, that is NOT just because of what the draft cites as the “high cost of addressing the condition of Port facilities”. It is also because of the unacceptability of the scale of private development that would be required to yield the lease revenues the Port says it needs from that source.

You cannot save our waterfront by destroying its value as a resource for the entire community by a scramble for optimized revenues from the sale or lease of bayside property under your jurisdiction.

Pp.25 and pp.61, 65 (IFDs)

While IFDs from such new private projects as will be built remain a desirable way of financing public infrastructure, I do not however believe that such proceeds should necessarily be “pooled” so that IFD proceeds from a project on one part of the waterfront would be utilized to solve problems at another – and

unrelated – site. So long as there are unmet infrastructure demands in the immediate area of the new project, I believe the IFD proceeds from that site should be used to deal with the problems there and not diverted elsewhere. I suggest that draft acknowledge the necessity to use IFD proceeds to resolve otherwise unfunded infrastructure needs in the immediate area of the project generating the funds. Thus I believe for instance that any IFD proceeds generated from the development of SWL 330 should, along with the proceeds of the land sale (or lease) be sequestered and used ultimately for the full or partial demolition of P30/32. (see also my comments on pp.90 et.seq. and on pp 223)

Also with respect to IFDs generally, the Chart on pp.61 appears outdated and will need to be revised to accord with what has occurred since it was prepared.

#### pp.26 (“Transportation”)

The language of the Draft with respect to transportation issues in South Beach/Mission Bay fails to address the issue of how the growing residential population together with the booming employment base in the area, will be impacted when the “T” line no longer runs along the Embarcadero. Already beset by the well-known troubles of the “N” line, alleviated only slightly by the occasional arrival of a usually crowded “T”, even that safety valve will disappear once the “T” runs in the Central subway. The extension of the “historics” will NOT be a sufficient replacement. The public transit problems will be exacerbated by the increased demand on the “N” line from the proposed Warriors complex – to which not all patrons will travel using the “T” from Powell. A serious discussion of Transportation issues is warranted. “The MUNI will Provide” is a prayer, but not a sufficient or credible program.

#### pp.30 et.seq. (“Building Heights”)

It appears to me that this section fails first to adequately acknowledge the degree of acrimony and distrust generated by the recent attempts to circumvent existing height limits and secondly fails to come up with a new, consistent and credible way for the Port/City to deal with future projects that may include a claimed need for height exemptions. There should be a better developed discourse on how the City/Port might handle such claims internally and, if they are found justifiable, by whom and how they would then be presented to the electorate.

The draft needs to clarify exactly who, as between the Mayor’s office, the Planning Department and the Port will, in the future, be responsible for the substance of a project seeking approval for exemptions. It is rumored that one or another of these agencies has, in at least one recent instance, encouraged developers to seek exemptions for building heights far in excess of what the community would accept as reasonable – and allegedly higher than the developers themselves thought achievable through the public process, theoretically as a “bargaining chip” to “sacrifice” once the community began to question the height exemption being sought.

It is unconscionable that three different agencies, without necessarily convergent goals are making – or trying to make - policy decisions about the scope of waterfront developments. The “Recommendation” on pp.33 for a “dialogue with the Planning Dept.” on “how to formulate height proposals” is a first step, albeit a feeble one. The WLUP should propose a better developed process, one calculated to provide clarity, something that provides an amount of certainty as to process to the development community and importantly, would provide a skeptical environmental/neighborhood community with the assurance that recent imbroglios about height exemptions will not be repeated – that whatever finally finds its way to the ballot is a result of a fair, open and reasoned process.

Finally, while the language on pp.31 is self-congratulatory with respect to “stepping down” the height limit on the remainder of SWL 330 to 105 feet, one’s admiration for that achievement is tempered by the fact that the City staff, of one or more agencies, was adamantly pushing for an exemption to allow for a 170 foot tower on that very site – a fact not acknowledged in that portion of the draft’s discourse.

“Sub-Area” Discussion, South Beach, pp 90 et.seq. and pp.223

The discussion on Pier 30/32 suggests that the staff is still unwilling to recognize the inevitable. Pier 30/32 will not in any foreseeable future be developed without massive public subsidies, nor is there any support whatever for a high intensity, inevitably height-limit breaking development on that site. It seems evident that full or partial removal of the deck and of at least the wooden piles, along with minimally (and perhaps temporarily) the installation of a promenade (similar to the Embarcadero at Rincon Park) from the Brannan Street Wharf Park to Pier 28, would have overwhelming public support and moreover is financially feasible for the Port. It would require that the proceeds of the sale (or lease) of SWL 330 along with the proceeds of an IFD on whatever is developed on that site be sequestered and held for the eventual removal of all or major portions of P30/32.

It seems accepted by all parties that nothing must be done on P30/32 in the immediate future. There is at least a decade before the pier must come down – which allows for plenty of time for SWL 330 to be sold and for the IFD on what is built there to be activated and allow for the issuance of debt, which together with the sequestered sales (lease) proceeds – and perhaps other sources of funds – would then be used to remove a Pier that will have long outlived its useful life and to provide for open access to the water on this critical stretch of Bay frontage. In the interim, the Pier can, as suggested on pp. 95 of the draft, continue to be used for parking and periodic layberthing access.

What is needed now, and what the Draft should contain is an unequivocal statement that it is not the Port’s intent to seek another mega development on that site, and that it is the Port’s intent to tear it out, wholly or partially within the next decade.

Preliminary Recommendations, Next Steps (Summary pp.239et.seq.)

It would be redundant for me to comment on each of the “Recommendations and Next Steps” as summarized on pp. 239 et.seq. To the extent that staff is inclined to address any of my suggestions/comments in this letter, whatever changes might be made in the body of the draft should then be incorporated into the summary provided on pp. 239 etc.

Thank you for your attention,

Rudolf Nothenberg  
Chief Administrative Officer, CCSF (Retired)

From: [Albert, Peter](#)  
 To: [Oshima, Diane \(PRT\)](#); [Elliott, Tani \(PRT\)](#)  
 Subject: FW: Comments submitted to the Port via their draft "Waterfront Land Use Plan" website  
 Date: Thursday, October 16, 2014 3:33:30 PM

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Tani – here are the comments I submitted on-line, but here with typos corrected.

The WLUP looks great.

**SFMTA is happy to support the Port in preparing its Waterfront Land Use Plan. The comments provided below are specifically intended to highlight and strengthen references and policy relationships where the Port and SFMTA are already engaged in a strategic and constructive cooperative effort**

• **Exec Summary: “Transportation” (page 26)**

**Recommend clarifying statements in first paragraph as follows: replace "commuting" with the word "transit" to list of "transportation solutions to foster," and explicitly clarify it is "automobile capacity" that "Most other Port projects do not have..." and whose constraints the "Warriors project for Piers 30-32 demonstrated..."**

**We trust the Port agrees and recognizes there is indeed much transit, pedestrian and bicycle capacity along the Embarcadero that we should highlight and optimize.**

• **Environmental Protection & Sustainability: “Climate Action Plan” (page 170)**

**Add to the last sentence under this heading: "...and is also complemented by the Port's support for sustainable alternative transportation that further reduce vehicle emissions."**

• **Transportation (page 179): add a fourth bullet as follows:**

**"On-going support for the SFMTA's Waterfront Transportation Assessment that reviews all Port transportation needs and guides future transportation investments in closer coordination with development projects"**

• **Unique Development Opportunities: “34th America’s Cup” -- page 219, clarify after mentioning "the People Plan" in parenthesis: "(the Transportation Plan for the event)"**

**Under “Lessons Learned” -- page 221, add before last bullet:**

**"- Working in advance with the community stakeholders, the appropriate city and regional agencies and with strategic marketing has proven, through the 'People Plan' example, that the transportation needs for large special events can be accommodated effectively, with results that meet or exceed the sustainability targets set by the Port."**

• **Unique Development Opportunities: “Development Projects in Progress” (overview --**

page 227): add after the last sentence in the first paragraph:

**"The Port and the SFMTA recognize the value of strategic transportation planning provided by the Waterfront Transportation Assessment in projecting and accommodating the transportation investments that will address and are possibly integrated within these projects."**

Peter Albert  
Manager, SFMTA Urban Planning Initiatives  
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: 415.701.4735  
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From: [Lawrence Stokus](#)  
To: [Christi Tam \(PST\)](#)  
Subject: Fwd: Part 1 of 2: The Lucas Museum and a Grand New Public Waterfront in South Beach  
Date: Thursday, November 13, 2014 12:35:54 AM

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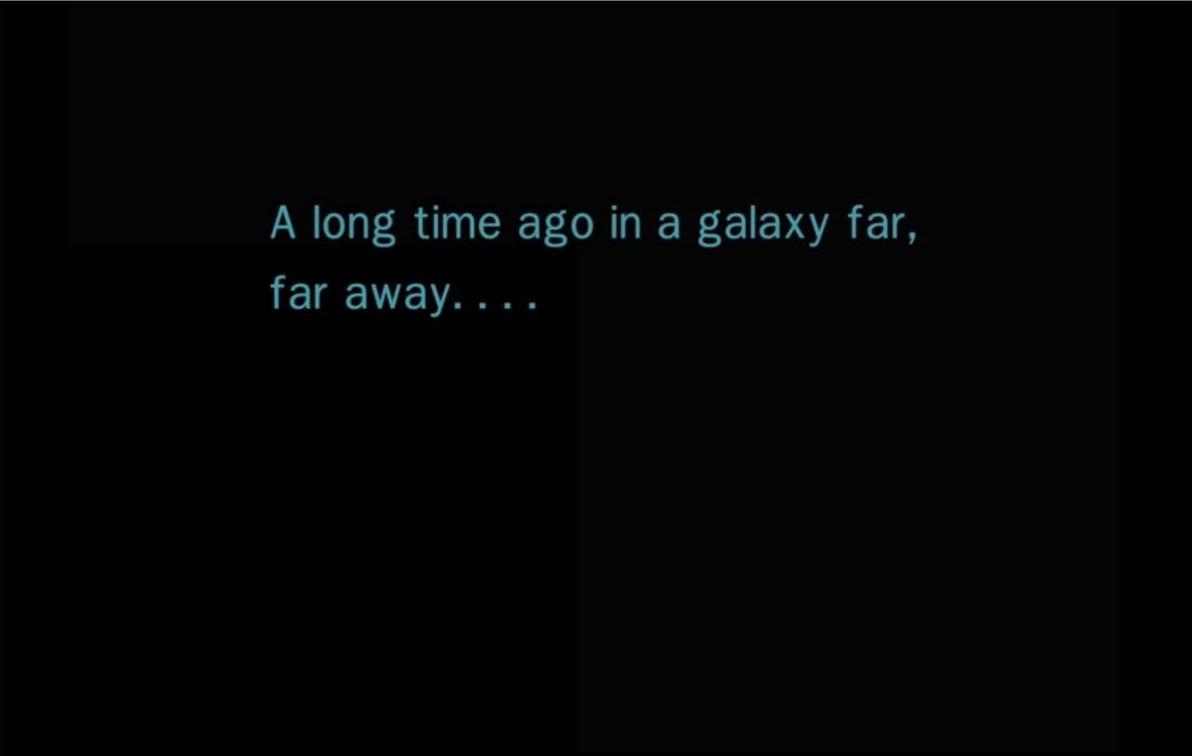
Ms. Moyer, Mr. Benson & Ms. Oshima have already seen this proposal. It is a good example of the type of development that the public would like to see on the eastern shore of San Francisco.

Begin forwarded message:

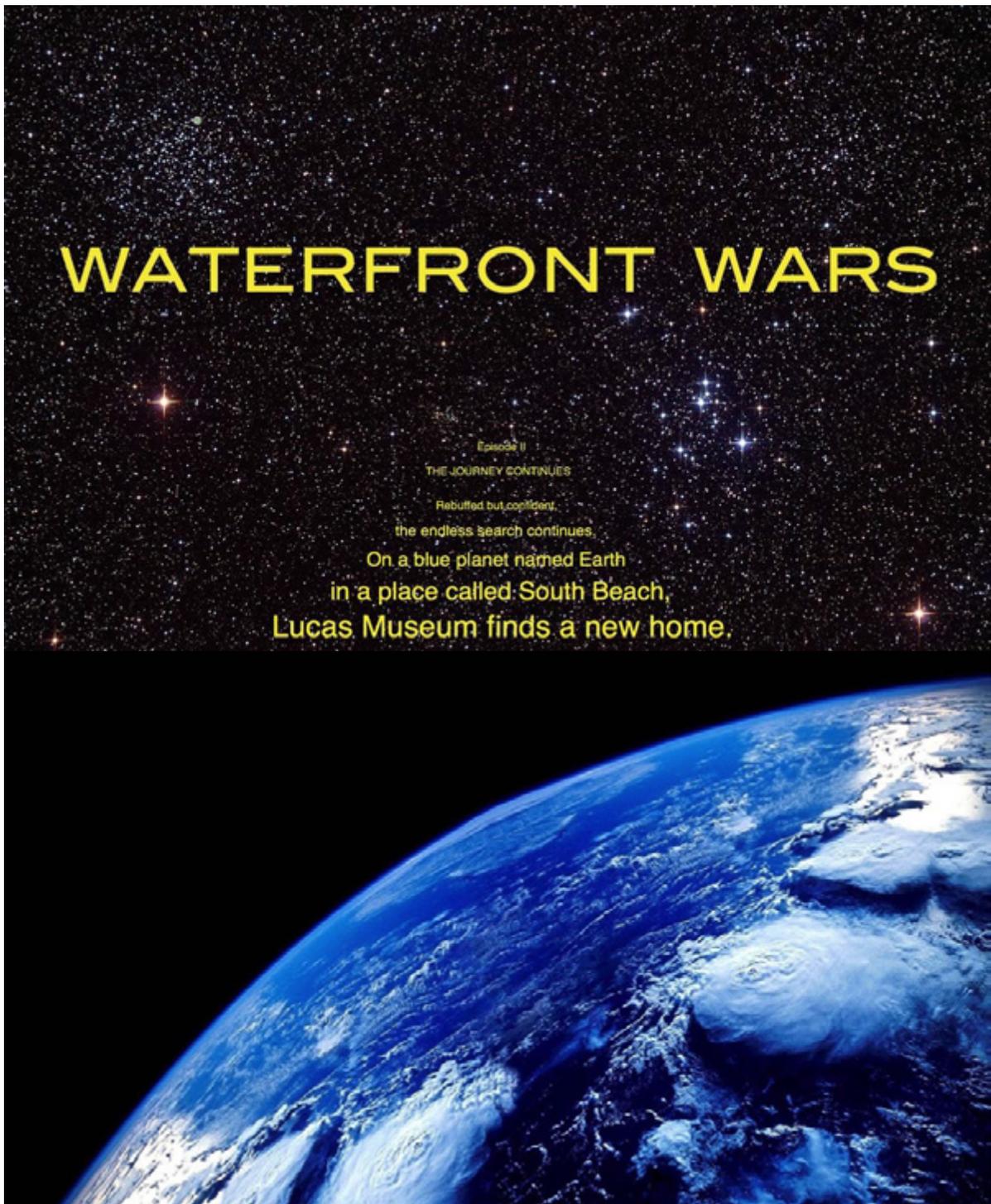
From: Lawrence Stokus <[lvstokus@att.net](mailto:lvstokus@att.net)>  
Subject: Part 1 of 2: The Lucas Museum and a Grand New Public Waterfront in South Beach  
Date: May 11, 2014 at 2:12:03 PM PDT  
To: [SaveTheSanFranciscoWaterfront@yahoogroups.com](mailto:SaveTheSanFranciscoWaterfront@yahoogroups.com)

[Feel free to forward this email](#)  
[This email is best viewed on a large screen](#)

## Part 1 of 2: The Lucas Museum and a Grand New Public Waterfront in South Beach



A long time ago in a galaxy far,  
far away....



The Lucas Museum is - - -

## **WELCOME ON PLANET EARTH**

And the perfect location is:

**LOT 330** (Right across the Embarcadero from Pier 30-32)



NEW SMALL WATER CRAFT MARINA. PIERS 26 & 28 DEMOLISHED.

NEW AQUATIC PARK. PIER 30-32 DEMOLISHED. PIER 36 ALREADY DEMOLISHED. PIER 38 EITHER RENOVATED OR DEMOLISHED.

A Guiding Light - - -



Recall the words of Daniel Burnham, architect of the 1909 Plan of Chicago, which produced Chicago's 28 miles of open waterfront:

*"Make no little plans; they have no magic to stir men's blood and probably will themselves not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will not die."*



### A Private Lucas Museum on a Privately Owned Lot 330

Lucas Museum would purchase Lot 330 from the City at fair market value, thus converting it to private land ( just like the Warriors project). Then the private Lucas Museum would be built on Lot 330 directly across the Embarcadero from Pier 30-32.

It would be much more than a "Star Wars" museum. Read about it at the link below:

**Link:**

<http://www.lucasculturalartsmuseum.org>

**The Short Version:** Imagine a museum that is a living museum, a teaching museum. To teach, especially young people, about creativity and ideas. And George Lucas says: I will make learning both easy and fun for you. I will teach you through images and great art.



## **A Grand New Publicly Owned Aquatic Park & Open Space on the South Beach Waterfront Surrounding the Private Lucas Museum**

**The fair market sales proceeds from the sale of Lot 330, in today's market, would equal or exceed the cost of completely demolishing Pier 30-32. This would mean that the decrepit Pier 30-32 would be completely demolished.**

There is an approximately ten year wait list for small water craft boat slips in South Beach Harbor. The average boat slip rent is approximately \$400/month. It has been suggested to demolish Piers 26 & 28 at the same time Pier 30-32 is demolished to make way for a major new small water craft marina at the Pier 26 & 28 site. Some of the current tenants of Piers 26 & 28 could be incorporated into the new park.

**With a tremendous under supply of boat slips available for rental and the tremendous rental revenues that can be realized, the Port is in an excellent position to demolish Piers 26 & 28.**

And maybe, if we get lucky, George Lucas would be willing to use his skills and experience and work with the public, the City and the Port to design an entirely new publicly owned South Beach waterfront which integrates with and surrounds his private museum. This would mean that Lot 330, the Pier 30-32 site and the Piers 26, 28 & 38 sites would have a totally integrated design.

Imagine a video flyover of the master plan produced by the Lucas group.

It would create a grand new public park and open space on the east shore of San Francisco akin to the Marina Green/ Aquatic Park open space on the north shore. The open space on each shore would have a dramatic view of an iconic bridge (the Golden Gate Bridge or the Bay Bridge).

It would be a place where children, tourists, city inhabitants and neighbors can relax, exercise, get involved in land and water sports, and incorporate nature and fresh ideas into their lives.

**Take 1.5 minutes to watch the video linked below to see how Portland, Oregon is thinking about their future waterfront.**

**Video Link (1.5 minutes):**

<http://vimeo.com/61930980>



Walking 1/4 of a mile out into the beauty of the Bay on a long narrow pier until the blue of the sky merges with the blue of the water and the horizon fades into the fog.



Hmmm - - -

## SKYWALKER PARK

Just a thought.



On the San Francisco waterfront , some of the land along the shore and the land under the water and the use of the water itself is regulated by public trust law. That is because that land and water is owned by the public. Use of that public land and water is reserved for primary maritime uses, but some secondary ancillary non-maritime uses are allowed.

Below are some of the primary maritime and secondary ancillary non-maritime uses that the public have suggested for the Piers 38, 30-32, 28 & 26 sites.

### **Suggested by the Public: Primary Maritime Uses - - -**

#### **1. Aquatic Park & Open Space:**

An aquatic park is a maritime use by definition. Low maintenance. No grass to maintain. Lots of open space and panoramic views.

Example: Aquatic Park on San Francisco's North Shore - - -



The South Park aquatic park could be something like shown in the schematic diagram below.

For direct comparison, the schematic diagram has been superimposed over a rendering of the development at Pier 30-32 that was proposed by the Warriors.

Note, the Lucas Museum would be located on Lot 330 across the Embarcadero from Pier 30-32.

Double click to enlarge picture - - -



.....  
**2. Berthing for Ocean Going Ships From All Over the World:**

**Note the Pier 30-32 berth is unique in that it is parallel to the Embarcadero. This means children, tourists, city inhabitants and neighbors can see the entire length of the ship.**

US Navy Ship Berthed at Pier 30-32 - - -



Japanese Training Ship, Kaiwo Maru Berthed at Pier 30-32 - - -



Cruise Ship, Norwegian Pearl Berthed at Pier 30-32 During America's Cup - - -



National Oceanic and Atmospheric Administration (NOAA) Ship Berthed at Pier 30-32 - - -



Historic Ocean Going Ships, Example at Aquatic Park on San Francisco's North Shore - - -



.....  
**3. Small Water Craft:**

Sail and Motor Boats at Pier 30-32 - - -



Kayaks - - -



Dragon Boat Races - - -



Small Water Craft Marina & Dockage for Daytime Visitors - - -



And mix into the new Pier 26/28 marina some boat accessible restaurants (Like the Bluewater Grill in Newport Beach). Would be good for the downtown lunchtime crowd too - - -



Lawrence V. Stokus  
May 11, 2014

**End of Part 1 of 2**

From: [Lawrence Stokus](mailto:Lawrence.Stokus)  
To: [EMail\\_Tami@PSEI](mailto:EMail_Tami@PSEI)  
Subject: Fwd: Part 2 of 2: The Lucas Museum and a Grand New Public Waterfront in South Beach  
Date: Thursday, November 13, 2014 12:38:07 AM

Ms. Moyer, Mr. Benson & Ms. Oshima have already seen this proposal. It is a good example of the type of development that the public would like to see on the eastern shore of San Francisco.

Begin forwarded message:

From Lawrence Stokus <[lvstokus@att.net](mailto:lvstokus@att.net)>  
Subject Part 2 of 2 The Lucas Museum and a Grand New Public Waterfront in South Beach  
Date May 11, 2014 at 2:24:54 PM PDT  
To [SaveTheSanFranciscoWaterfront@yahoogroups.com](mailto:SaveTheSanFranciscoWaterfront@yahoogroups.com)

Feel free to forward this email  
This email is best viewed on a large screen

## Part 2 of 2: The Lucas Museum and a Grand New Public Waterfront in South Beach

### 4. Other Suggested Maritime Uses:

Pocket Sized Sandy Beach, Example at Aquatic Park on the North Shore - - -



Water Festivals - - -



Floating Botanical Gardens - - -



Fireboats: Move Berth to Pier 38 - - -



Water Taxi: Berth on Pier 38 - - -



**Suggested by the Public: Secondary Ancillary Non-Maritime Uses - - -**

Farmers Market (Like in Seattle, Washington) on Pier 38 - - -



And mix some restaurants with water views into the farmers market (like they do up in Seattle) - - -



Grassy Surfaces & Hard Surfaces for Exercise, Sports and Play - - -



Run, Bike - - -



.....

Observe the Wildlife - - -



-----  
Low key, low rise commercial development on a new lightweight pier out into the Bay ( **NOT** a Fisherman's Wharf). One story near the shore rising to two story out in the Bay at a maritime village (so that public views are not blocked).

The primary emphasis needs to be on the Bay and the natural environment. The commercial development aspect should not be emphasized as it is at Fisherman's Wharf or as the Warriors proposed in their project.

The idea is to draw people out of the urban density of the city and onto the Bay so that they can partake in the natural beauty, learn about the Bay and the natural environment, and refresh their spirits.

That is what San Francisco is world famous for: Being able to stand with the dense urban fabric at your back as you look out over the open public waterfront to the raw beauty of the Bay.

And accessible for free by any member of the public.

Chora, Mykonos in Greece - - -



Relax - - -



Stroll Along the Water - —



.....  
Community Center - - -



-----  
Recreation Center - - -



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And don't forget a children's playground, some picnic tables, a small outdoor stage (with ramp access), and some great art. And maybe a concrete whale's head coming out of the bay water to remind us that we live by a beautiful bay full of sea creatures - - -



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Ribbon Cutting Day (7/17/13) on the New Brannan Street Wharf (adjacent to Pier 30-32) - - -



### To the Port & the City of San Francisco - - -

The Port's mantra is: "We need money". And the Port does need money. But for what purpose?

San Francisco is no longer a major port city. The money is needed mainly to demolish the Port's decrepit piers or in a few cases to repair piers that are worth saving for some purpose (if the Port can meet the stringent public trust law requirements).

The project presented above will demolish three, perhaps four decrepit piers (should be a contractor's discount for demolishing three piers all at one time). The project can be financed and will generate enough cash flow to support itself.

If the Port and the City commit to transforming the South Beach waterfront, Mr. Lucas may decide that Lot 330 is a good site for his museum. Maybe he will help us design an integrated project.

This is one of many open waterfront projects that the Port and the City can do over the next twenty years all the way down the east shore of San Francisco as it is redeveloped. Opening the entire east shore waterfront would be a real legacy for the Port and the City.

You would be building a city of functional neighborhoods not just office and residential structures and shopping malls. You would be opening the waterfront for access by children, tourists, city inhabitants and neighbors. And you would be less likely to have waterfront wars.

You can see what the public is saying to you:

There is more to life than working and living in a concrete cubicle with a high speed internet connection (like in the movie: "The Matrix"). Tourists come here to see how we live. We do not want to disappoint them. The public does not want San Francisco to lose its maritime feel and heritage nor its connection to the Bay.

**OPEN THE WATERFRONT.**

Make the east shore look like - - - well - - - San Francisco. Get those creative juices flowing.

The public will work with you if you will work with them.



cc: Lucas Museum  
Port & City of San Francisco

Attachment:

Lawrence Stokus  
To: Museum@SkywalkerFranch.com  
Alternative Location for Lucas Cultural Arts Museum

December 10, 2013 11:05 AM  
[Hide Details](#)

### Alternative Location for Lucas Cultural Arts Museum

I left a telephone message for you at your number 415/295-2585.

Our neighborhood group, Save the San Francisco Waterfront, has been actively opposing the construction of the Warriors Project (arena, corporate offices, retail, parking lot, condominium tower, two tower hotel) at Pier 30-32/ Lot 330 for over 1.5 years now. And we will continue to do so.

We read in the newspaper that the Lucas Cultural Arts Museum may not be built in the Presidio. We believe that building the museum on Lot 330 with its panoramic view of the city's newest icon, the Bay Bridge would be embraced by the neighborhood.

We would like to talk to you about that concept.

We will be sending you two additional emails (The Warriors Project: Footprint on the Bay, Parts 1 & 2) to give you some background on the Warriors project.

Thank you,

Lawrence Stokus  
415/ 369-0411

Attachment:

Warriors Project - - -



Lawrence V. Stokus  
May 11, 2014

End of Part 2 of 2

**To: Port of San Francisco Planning Staff**  
From: Wells Whitney, board member of RENEW SF  
Date: November 20, 2014  
Subject: Comments on the **Waterfront Land Use Plan 1997 – 2014 Review**

RENEW SF is a neighborhood group advocating and working for improvements in the northeast sector and the waterfront areas of San Francisco. As individuals and as a group we have cooperated and worked with the Port on many of the projects reviewed in this report, such as: the Embarcadero improvement plan, the Cruise Terminal, the Exploratorium project, improvements to Fisherman's Wharf, various development projects on seawall lots, etc.

We have studied the Review Plan document and are impressed by the extent of the good changes that have taken place over the recent years. We believe that the Port has acquired an interesting and viable spectrum of uses and activities along the whole waterfront. It is a far better place today than in 1997.

While we recognize that there are far fewer development opportunities left along the entire waterfront presently, there are issues and things that still have to be addressed and dealt with, including sea level rise and continuing decaying infrastructure. We would like to see the Port continue to use the remaining land for a diverse set of uses in order to make it an even more interesting place for citizens to be in and use, including housing, entertainment, and pedestrian amenities. And of course the Port should continue to maximize the revenue generated by appropriate, well designed, interesting, and dense developments along the waterfront, projects such as the Pier 70 build out, the hotel/Theater Zinzanni proposed project, and a revised 8 Washington project.

Transportation improvements of all kinds, particularly public transit, will have to continue to be made to accommodate the increased flow of people using the waterfront. There is already considerable open space. We are sure that historical preservation will continue to be one of the goals going forward. We recommend the continuing improvement of way finding in the area, consideration of water taxis or buses, and further rationalization of the various transportation modes along the Embarcadero

The best way to ensure wide and fair stakeholder input to future Port planning is to encourage an open and informative process, to engage stakeholders in reasonable and frequent group discussions, to convene semi-permanent groups such as CAC/CAG's on specific projects, and to help people understand the complete strategy of the overall plan as well as individual projects that they might have a narrower interest in.

We in RENEW SF are particularly interested in the Northeast Waterfront sector and are ready, willing and able to help the Port in any way that we can.

Sincerely yours – Wells Whitney for the Board of Directors of RENEW SF

**From:** [Pierce, Karen \(DPH\)](#)  
**To:** [Elliott, Tani \(PRT\)](#)  
**Cc:** [Beaupre, David \(PRT\)](#); [Oshima, Diane \(PRT\)](#)  
**Subject:** Waterfront Land Use Plan comment  
**Date:** Thursday, November 20, 2014 12:21:57 PM

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I am co-chair of the Southern Waterfront Advisory Committee and want to be sure the opinions of the Committee are represented as it relates to the Land Use Plan.

We are committed to ensuring that the Southern Waterfront be dedicated to it's maritime history and current use. As a group, we want to express our support for continuing to use the Port property in the Southern Waterfront for industrial activities the both support access to blue collar jobs for residents and the maritime activities that support the success and development of the city as a whole.

The shoreline should be viewed first from the perspective of the maritime and industrial uses necessary for the city and recreational activities and access to land should be secondary in development. This in not to say that open space, recreation, and access to the shoreline are not important to us -- they are also priorities for the neighborhood. But, the maritime use of the Port is the priority and secondary priorities must yield to them.

Karen Goodson Pierce

**From:** Ron Miguel [REDACTED]  
**Sent:** Thursday, November 20, 2014 3:00 PM  
**To:** Oshima, Diane (PRT); Beaupre, David (PRT)  
**Subject:** Waterfront Land Use Plan

Diane and David – Below is the comment I've submitted re the Port's Waterfront Land Use Plan.

I've reviewed the plan and find that it works as a basic outline and overview for the next several years. The one area which does not seem to be addressed in sufficient (or any) detail is the west side of the Embarcadero – both the port's properties there (seawall lots) and the street itself. Without moving on this the Port will fail to tie itself into those areas of the city which are experiencing growth and change. The opportunity to truly use the Embarcadero as the complete boulevard it should be will be lost without moving now on the problems both north and south of the Ferry Building.

Ron Miguel  
[REDACTED]

**From:** [jan blum](#)  
**To:** [Elliott, Tani \(PRT\)](#)  
**Subject:** Waterfront Land Use Plan  
**Date:** Friday, November 21, 2014 8:33:21 PM

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To Whom It May Concern:

I am a resident of Russian Hill. I support the premise that the views of the waterfront and of the San Francisco Bay are one of the most treasured and inspirational features for both residents and tourist alike. The waterfront needs to be visible, accessible and open without obstruction and it needs to be focused on recreational opportunities for the people in support of the Public Trust governing the Port lands.

Just as the views to the Waterfront and the San Francisco Bay should be expansive and widely accessible, the views from the waterfront to, for instance, Telegraph Hill, should be clear and unobstructed. In an ever increasingly dense San Francisco, the "lungs" of the City are a vital component of quality of life, visually, aesthetically and in terms of a healthy circulation of copious amounts of fresh air off the Bay.

I support the low impact, easily achievable, financially prudent, recreational and green open space plans as presented via ***The Community Vision for San Francisco's Northeast Waterfront***. [http://www.allardyce.com/admin/listings/pdf/prop\\_stmt\\_22.pdf](http://www.allardyce.com/admin/listings/pdf/prop_stmt_22.pdf). The Community Vision has already been agreed upon by the Community and would encounter the absolute minimal amount of resistance (San Francisco will never be free of counter opinions). The Community Vision respects the views, and enhances opportunities for open space; it greens the Embarcadero which it sorely needs, in a way that is compatible with the neighborhood and with the utilitarian aspects of the Embarcadero. It makes the Embarcadero and Northeast Waterfront a more pedestrian and bike friendly area, and focuses on recreational enjoyment.

I look forward to seeing the Community Vision implemented for the Embarcadero.

Thank you.  
Jan Blum



**From:** [Oshima, Diane \(PRT\)](#)  
**To:** [Elliott, Tani \(PRT\)](#)  
**Subject:** FW: REVISED ENDING-Re: Port of SF-Ferry Building-"Improving transit access & transfer"-white loading zone  
**Date:** Friday, November 21, 2014 1:02:53 PM

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Diane

**Diane Oshima**

Assistant Director, Waterfront Planning  
Port of San Francisco  
Pier 1  
San Francisco, CA 94111  
415.274.0553

**From:** Frances Gorman [REDACTED]  
**Sent:** Friday, November 21, 2014 12:27 PM  
**To:** Oshima, Diane (PRT)  
**Cc:** Pagan, Lisa; Ferris Suer  
**Subject:** REVISED ENDING-Re: Port of SF-Ferry Building-"Improving transit access & transfer"-white loading zone

Dear Diane:

Please excuse the abrupt ending to this email. It was sent prematurely.

**I and my colleagues at SFTGG look forward to working collectively with the Port and SFMTA and OEWD to resolve this extremely challenging issue.**

All the Best,

Frances Gorman, Chair  
SFTGG Ad Hoc Committee on Transportation  
Certified Guide, San Francisco Tour Guide Guild

On Fri, Nov 21, 2014 at 12:22 PM, Frances Gorman [REDACTED] wrote:  
Good afternoon, Diane:

It was a pleasure chatting with you last night at the Embarcadero Enhancement Workshop, as I had been meaning to introduce myself at the previous ones.

Background

I am an independent tour guide. Among other roles, I am hired as a guide on privately charter group tour vehicles and take groups on customized City Tours and/or to specific sites in San Francisco (Alcatraz, Ferry Building, Pier 39, et cetera.) These are not the "per capita" hop-on, hop-off public vehicles, operated daily, on a set schedule, regardless of the number of passengers (if any), open to the general public.

I am a member of The San Francisco Tour Guide Guild (SFTGG), a nonprofit association of individuals dedicated to promoting and maintaining a high degree of excellence, integrity, and professionalism within the tour and travel industry. We have over 250 members, including professional tour guides, travel directors, transportation specialists, and both business and individual Friends of the Guild.

The majority of our members use some type of vehicle, primarily full-size tour coaches or mini-coaches, to show countless visitors around San Francisco.

I am founding Chair of the SFTGG Ad Hoc Committee on Transportation. Please see my most recent Report #12, November 17, 2014, covering the numerous issues which affect our SFTGG members, such as the Embarcadero Enhancement Project.

For the past 2 years, our committee has been developing partnerships with SFMTA, FWCBD, Pier 39, and all appropriate agencies/entities serving visitors to San Francisco. My colleague in this project, Ferris Suer, of Allied PRA Destination Management, representing the DMC Council, and I met with Port staff in April 2013. The attached report discusses this meeting.

Our Committee also is working with Lisa Pagan, of OEWD, regarding tour vehicle congestion throughout San Francisco.

Waterfront Land Use Plan (Review August 7, 2014)

After our conversation last night, I reviewed the Port website, specifically for the status of the Ferry Building white zone we discussed.

SFTGG believes it is an economic necessity for San Francisco to provide for loading/unloading for pre-formed groups in privately chartered vehicles, patronizing the vendors at the Ferry Building and the Golden Gate Ferry.

For example, we bring groups to the Ferry Building and/or to the Golden Gate Ferry to/from Sausalito, of 40-50 people per vehicle. Currently, when using the Golden Gate Ferry and/or accessing the Ferry Building Marketplace, we have no legal, safe loading zone.

Diane, our members fully appreciate the challenges the Port faces. The vendors must be able to operate, which requires supply vehicles. In your planning, and negotiations with your leasees, however, please note that public transportation does not work for pre-formed private tour and convention groups, with their own chartered vehicles. Many of these groups are clients of the DMC's (destination management groups) that handle their group events and tours. I am copying Ferris Suer on this email. He can outline the economic importance of his clients.

In reviewing the Port web site, and your planning documents, I noted the following under "Recommendations" in Chapter 3, Waterfront Sub-Areas, Ferry Building, Page 82+ of your August 7, 2014 Waterfront Land Use Plan Review.

Quote:

- Restore the Ferry Building Waterfront as a major transit center by improving transit access and transfers among water and land transportation modes.
- Provide efficiently planned parking and loading facilities to serve new activities in the area.

Unquote.

Frances Gorman  
Travel Director  
Certified Guide, San Francisco Tour Guide Guild

[REDACTED]

--

Frances Gorman  
Travel Director  
Certified Guide, San Francisco Tour Guide Guild

[REDACTED]

**From:** [Alice Rogers](#)  
**To:** [Elliott, Tani \(PRT\)](#)  
**Subject:** Waterfront Land Use Plan Review comments  
**Date:** Sunday, November 23, 2014 5:54:28 PM

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To: Executive Director, Monique Moyer and Deputy Director of Planning + Development, Byron Rhett

Re: Port of San Francisco Waterfront Land Use Plan (1997–2014) Review

Dear Monique Moyer and Byron Rhett,

I am writing to support and applaud the Port of San Francisco's efforts to present a comprehensive review of the agency's past 17 years of operations related to land use planning and development, and to launch a new conversation about the future with Port users, Port neighbors, engaged City-wide voters, advisory groups and the many City, State and regional agencies that share jurisdiction/policy-making over Port properties. In light of the 8 Washington and Height-limit initiatives, the Grand Jury Report, and the protracted but ultimately unsuccessful Warriors' development proposal, a re-examination of the Port's operating assumptions and guiding land use documents is timely, and needed.

As a 20-year neighbor of the Port, a resident active in many community and civic organizations including the Port's Piers 30/32 CAC, and a waterfront supporter with a 20-year 'pre-history' working on maritime issues in Sausalito, I am deeply invested in the health and well-being of our bay-front shoreline.

The following observations, comments and suggestions are offered in a spirit of partnership and an interest in collaborating with the full range of interested players to shape Port land use policy going forward.

The overarching objective of the current WLUP, to reunite San Francisco with its waterfront, has, to a significant degree, been accomplished, to the great credit of Port staff. In fact, it would seem that objective was surpassed as the San Francisco waterfront is now a regional, indeed international, magnet. It seems time to update the Port's objective to recognize rising challenges: preserving the waterfront's maritime legacy, rehabilitating the balance of its historic structures, guiding the restoration and upgrade of the failing waterfront infrastructure, and continuing to enrich the public realm for the recreation, bay access and passive enjoyment of all who visit this unique shoreline band. As the role of stewardship eclipses the business of maritime development, it would make sense to further refine and re-prioritize the WLUP goals.

The environment the Port is operating in has changed.

**Urban core issues now constrain the Port.** San Francisco is FAR more densely populated today than in 1997, and its densest neighborhoods abut Port property. Thousands more residents are still to come. These neighborhoods—my neighborhood!--are also the most under-served in terms of open space and recreational opportunities and so are more dependent than most on the visual and recreational access the bay shoreline provides. And in Rincon/South Beach, the health-threatening air quality relies on bay air circulation as a much-needed release

valve. Just as Frederick Law Olmstead proclaimed Central Park the lungs of New York, our shoreline serves this same function.

This demographic change alone shifts—or should shift—land use planning considerably.

- Traffic and pedestrian congestion, relatively narrow arterial streets, commuter-critical transit lines, and evening noise and light restrictions all constrain industrial, maritime, and regional event-based business uses, as well as large scale developments.
- The overlay impact of the Giants' crowds exacerbates peak congestion throughout the neighborhoods abutting significant sections of Port property 8 months of the year, and the quality of life impacts have not been properly mitigated by either the Giants or the City. And event-based congestion will be further intensified when the Warriors event arena opens. These event-driven venues have significant ramifications that must be considered in any Port land use updates, as well as when considering adding event production to the Port's commercial portfolio.
- The lack of open space, recreational areas and light and clean air in the now dense urban core that borders the shoreline increases the demand on the Port to provide these necessities.
- The dense neighborhoods adjacent to Port properties are, in large measure, a response to regional growth management planning, and need to be recognized as regional population hubs. As such, supporting their needs should be considered regional-, not simply neighborhood-, serving, and BCDC constraints on neighborhood-serving uses on Port properties should be revisited.
- The development, density and congestion fatigue now being expressed by those participating in the Port's public hearings (and the voters!), plus the decades-behind state of transportation infrastructure suggests a near- to medium-term pause in new development proposals, until a livable equilibrium is within sight.

**The Port's relationship to the maritime industry has changed.** The Port has been a champion of its maritime heritage, but the modest type and amount of maritime function the Port can now—and in the future--physically accommodate makes this a valued legacy use, but not a financial driver. Where self-supporting and functionally viable, maritime use should be encouraged, but should not be used as a veneer for principally non-trust developments.

- The most significant new maritime pier development, the new cruise ship terminal, is a money-loser and a drain on the Port's already strained financials. Even with a projected 84 ship bookings in 2015, 67 concerts, conventions or special events are said to be needed for the Port to turn a modest profit. This begs public discussion on the neighborhood-impact-cost of subsidizing maritime use on public trust property with privatized events.
- The weight of supporting itself as an Enterprise Agency has shifted to the Port's real estate assets and commercial property management, and is at variance with its founding mission, as well as incompatible with the constraints noted above. Discussions need to begin on restructuring the financial arm of the Port.
- The Port's maritime architectural legacy is a historical resource, so prioritizing bulkhead preservation and restoration becomes ascendant as a Port focus.
- The now-failing Port infrastructure—its seawall, its bulkhead buildings and marginal wharfs, and the piers that remain serviceable—needs to be recognized as a shared responsibility of the City, State and Federal government, given its importance in protecting the City's larger infrastructure and the economic role San Francisco plays in the national economy. A restoration action plan with the broadest governmental funding sources is imperative to City safety.

**The Port has new constituencies.** Although the WLUP identifies sub-areas and characterizes them uniquely by architectural context and area plan uses, these are now actual neighborhoods with new residents and new perspectives. The people in the Barbary Coast, Rincon/South Beach, Mission Bay, Dogpatch and Bay View need to be incorporated into the Port's civic dialog related to development proposals. Port staff has recognized this and has recommended increased and substantively better outreach and engagement in its review document.

- The Port Advisory Groups offer valuable and knowledgeable insights and are serving the Port well. They could, however, be freshened up by adding some new residents to round out perspectives.
- The new neighborhood residents are finding their voice and need to be engaged by the port in a sophisticated way.
  - They need to be educated on the complexities under which the Port operates.
  - They need to understand and evaluate the financial framing of proposed projects, and participate in weighing costs/benefits.

- They need solid data against which they can review any proposal's infrastructure impact and feasible mitigations.
- And, because neighborhoods are never of one mind, they need a forum in which they can publicly sort and reconcile their differences, and so offer the Port meaningful direction.

The Port Planning staff's 11/19/14 update report to the Central Waterfront Advisory Group seemed to recognize the significantly diminished development potential on many Port sites and, implicitly, the Port's rising role as lead agency in maritime historic preservation and infrastructure restoration and upgrade. More specifically (as it relates to my neighborhood), the engineering, economic and regulatory challenges noted for all the piers in the South Beach sub-area would seem to take them off the table for future development and shift the planning discussion toward the most cost-efficient removal strategy. I strongly endorse this view.

The report is an excellent prototype for the breadth of information it presents succinctly, and for framing the public conversation ahead. Our Rincon/South Beach/South Park/Mission Bay neighborhoods are ready to engage!

In closing, I think the Port has proven itself to be an incredible visionary and steward for both our maritime legacy and the waterfront public realm, and has set inspiringly high standards. I look forward to more of the same. On the remaining historical restoration projects and the few developable parcels, I anticipate a new level of engagement and hope it will build on the models set by Forest City/Pier 70, the Blue Greenway, Crane Cove Park, and the workshops and outreach done to date by the Mission Rock team.

Sincerely,

Alice Rogers  
(An Officer of, but not speaking for, the South Beach|Rincon|Mission Bay  
Neighborhood Association)

.....  
Alice Rogers

[Redacted signature]



**BARBARY COAST  
NEIGHBORHOOD  
ASSOCIATION**

640 Davis St / # 28  
San Francisco, CA  
94111

E-MAIL:  
[info@BarbaryNeighbors.org](mailto:info@BarbaryNeighbors.org)

Website:  
[www.BarbaryNeighbors.org](http://www.BarbaryNeighbors.org)

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Tenants Association

November 25, 2014

Port of San Francisco

Re: Waterfront Land Use Plan Review

Greetings:

On behalf of the Barbary Coast Neighborhood Association, this letter forwards our comments on the Port's draft Waterfront Land Use Plan Review. We appreciate the opportunity to comment on the draft report, which represents a positive first step toward encouraging a better dialogue on the future of the City's waterfront.

Sincerely,

Bob Harrer  
President

Comments on Waterfront Land Use Plan Review  
Barbary Coast Neighborhood Association  
November 25, 2014

- Several recommendations call for review and consultation with the North East Waterfront Advisory Group (NEWAG). We support having a strong advisory group process with regular meetings. A key problem we have observed is the lack of consistent follow-up on neighborhood concerns. While the community receives valuable information regarding the Port's activities and projects, there doesn't seem to be any process for seriously considering neighborhood concerns. There is typically no feedback as to what happens after concerns have been expressed in the advisory group meetings. One perceives that the Port has frequently made its final decisions on many major projects before really presenting them in public. We would suggest more joint working groups (with joint Port and community members) be established to work through issues on larger projects before final decisions are made.
- The Northeast Waterfront would benefit from having a credible land-use plan that is recognized by the agencies and the community. We strongly support the document prepared by the Asian Neighborhood Design (AND) group and the community. Consequently, we would support an effort to bridge the gap with the city on that issue. We would support more sub-area planning using the AND study as the starting point.
- The report mentions the proposed project on SWL 322-1. We continue to urge the Port to seriously consider the neighborhood's concerns and find a way to develop a project for moderate-income (and senior) households at SWL 322-1. The middle class is shrinking precipitously in the City. The greatest shortfall in new housing in the City is for moderate-income households. And low-income households are already served by the other two nearby developments on Broadway. It is also important that any development on this site activate the street-level environment. Thus, the development should be a mixed-use project with the ground floor used for retail and possibly some community purposes.
- The report discusses development on SWL 351. We support preservation of open recreational space and the recommendations developed by the Asian Neighborhood Design (AND) group and community participants involving "recreation...bicycle...transit and youth-oriented activities that would complement the existing Bay Club at The Gateway..."
- Page 241: We have a number of questions regarding speeding up development proposals using a programmatic EIR. This topic needs much more discussion so that all the implications are understood.
- We strongly support the recommendation on page 242 expressing support for funding the E-Line and other connections along the waterfront. In addition, we urge restoring the former routing of the 10/12 Muni lines along the waterfront via Sansome Street.
- We are puzzled and concerned by the language on page 243 concerning dialogue with the Planning Dept. while specifically excluding the public from processes related to the heights along the waterfront. We don't understand the intentions here and, consequently, would not support this recommendation until we receive some clarification.
- Page 246, Chapter 3 NE Sub-Area section, Recommendation 2: For subarea planning to be effective, the Port and neighborhood groups in the NE Waterfront should consider setting aside the history of conflict over Port development and avoid prejudging each other's intentions.

- Does the Port have recommendations about how mutual trust would be regained or processes for ‘setting aside the history of conflict’?
- Page 246, Chapter 3 NE Sub-Area section, Recommendation 3: NE Waterfront Planning should examine methods to further entitle mixed use development opportunity sites... so Port projects can be delivered more quickly and efficiently.
  - What do they consider to be mixed use? And which sites in the NE Waterfront are considered opportunity sites for mixed use development?
- Page 247, Chapter 3 NE Sub-Area section, Recommendation 6: Port staff should consult with the NEWAG about whether a boutique hotel is still appropriate for SWL 324...as originally envisioned in the WLUP.
  - Does the Teatro Zinzanni plan with a small hotel meet these criteria?
- Page 247, Chapter 3 NE Sub-Area section, Recommendation 8: Consult with NEWAG regarding potential uses of SWL 323, 321 and 314 which are currently parking lots.
  - Is there a parking plan for the NE Sub-Area? What are the existing parking commitments to the Cruise Terminal, the Exploratorium, etc? How to balance needs for parking and other land uses?
- We note the Waterfront Plan has allowed the notable developments involving the Ferry Building complex and Pier 27, which are a brilliant use of the old piers that some can remember from the 1950s. There is also some interest in the plans for Pier 70 where we expect the same quality of historic renovation.
  - The Port is now home to two of the City’s National Register Historic Districts: the Embarcadero Historic District, recognizing the seawall, the marginal wharf and the Port’s finger piers, and the Union Iron Works Historic District at Pier 70, representing the history of ship repair in San Francisco and the Victorian, WWI and WWII-era industrial buildings that were constructed to support it. These listings on the National Register of Historic Places have enabled Port projects to obtain federal historic tax credits for up to 20% of eligible project costs – the earliest and most significant source of public subsidy to improve the Port, contributing to important early successes such as the Ferry Building,
  - Port staff will consult with SFMTA staff regarding studies and conceptual plans to seismically strengthen the City’s seawall.

**From:** [Nicole Yelich](#)  
**To:** [Elliott Tani \(PRT\)](#)  
**Subject:** Fwd: Fisherman's Wharf Restaurant Association feedback - Waterfront Land Use Plan Review  
**Date:** Tuesday, November 25, 2014 2:14:09 PM  
**Attachments:** [Wharf-Embarcadero transportation and parking.pdf](#)

---

Hi Tani -

I represent the Fisherman's Wharf Restaurant Association and attended the series of meetings that led to the creation of the draft waterfront land use plan.

For your reference, the leadership of the FWRA is:

Lou Giraudo - Boudin Bakery  
Nunzio Alioto - Alitoto's  
Dante Serafini - Franciscan

The following restaurants are also members of the FWRA:

Capurro's  
Castagnola's  
Crab Station  
Fisherman's Grotto #9  
Guardino's  
Nick's Lighthouse  
Pompei's Grotto  
Sabella & La Torre  
Tarantino's

Our feedback is below. Let me know if you have any questions or need anything else from us.

### **Open space**

We understand the Pier 43 Bay Trail Promenade counts as public open space in the Wharf, per the Port and BCDC guidelines. As there is no more available space to create additional plazas in the Wharf, we support the idea of improved wayfinding signs along the existing public walkway through the docks and J Wharves behind the restaurants.

The larger working group agreed that this walkway is not well marked and many visitors do not know it's there, and often wander into places they shouldn't during active crabbing season, for instance. This would also help give visitors a better sense of the history of the Wharf.

### **Transportation**

We support improved public transportation and the addition of the E line which has been proposed to take visitors from Caltrain/Ballpark down to the Wharf. We urge better coordination of traffic signals along the Embarcadero, especially during peak traffic periods - morning/evening commute and special events.

We are also opposed to removing a vehicle lane which will significantly increase the already overly-congested Embarcadero. Please see the attached document which outlines the transportation and parking needs at the Wharf that support our position.

--

Nicole Yelich  
Vice President  
Ground Floor Public Affairs



**How do people arrive at the wharf?**

	2014	2010	2006
Walked	28.9%	20%	18.6%
Automobile	27.3%	21.5%	24.5%
Bus	12.5%	9.6%	10.8%
Cable Car	8.6%	20.2%	19.5%
Street Car	7.2%	8.1%	8.9%
Taxi	3.9%	7.4%	5.7%
Ferry/boat	3.9%	3.0%	2.6%
Other	3.0%	0.8%	1.7%
Tour Bus	2.0%	2.7%	2.1%
Bicycle	2.0%	1.0%	---
Staying here	0.7%	5.7%	5.2%

**Parking**

\*There are over 6000 parkingspaces in 11 parking garages/lots at Fisherman's Wharf that generate \$14.2 million in parking revenue tax for the city.

On weekends the lots tend to fill up by noon. This means that thousands of cars are accessing the Embarcadero between 10:30 - noon

**Jefferson Street Improvements**

18 of the 33 businesses on the two revamped blocks of Jefferson Street where parking was removed were tracked from July - November of 2013; the first Summer and Fall season after the new street opened. When comparing gross sales to the same period in 2012, businesses were up month over month, on average, between 10% - 21%, when compared to the same month of the previous year. (1.5 million in gross sales)

**Fisherman's Wharf Parking Lot**

2012	233,126 cars
2013	252,968 cars

This averages 700 cars per day

**PIER 39 Intntercept Survey**

- 35.9% of visitors to PIER 39 arrived by car
- 24.4% arrived by public transit (F Line/Cable Car/MUNI bus/ferry)
- 22.2% walked
- 8.3% arrived by tour bus
- 8.8% arrived by other methods (taxi etc.)
- 0.6% arrived by bicycle

PIER 39 Garage has 980 spaces.

39% of the 12 million people that visit FW are from the Bay Area. The top feeder markets are Oakland, San Jose, Sacramento, Stockton & Modesto.

\* These are only the lots within the the FWCBD boundaries and does not take into account the Port's lots along the Embarcadero from Pier 1 to Pier 33

**Louise H. Renne**



November 26, 2014

President Leslie Katz and Commissioners  
Monique Moyer  
Executive Director  
Port of San Francisco, Pier 1  
San Francisco, CA 94111

**Re: Comments on Draft Waterfront Land Use Plan, Review**

Dear President Katz, Commissioners and Ms. Moyer:

I write to comment on the Draft Waterfront Land Use Plan (“Plan”) issued by the Port on August 11, 2014. However, before doing so, I want to express my wholehearted endorsement of the comments submitted by Rudolf Nothenberg and Jon Golinger. I believe that they have identified many of the inadequacies of the Plan and have presented positive solutions for those inadequacies; I wish to have their comments included in this letter by reference without repeating them in this letter.

The principal failings of the Plan can be summarized as follows: (1) The Plan’s total lack of vision as to the role of the Waterfront as a part of the City as a whole; (2) the Plan assumes that the Port must convert any development on Port property into a profitable revenue stream without regard to any adverse consequences such development might have on the people’s use and enjoyment of the waterfront; and (3) the Plan ignores completely the message delivered by the voters when they overwhelmingly rejected the 8 Washington project and equally overwhelmingly voted in favor of Proposition B in 2013. I will comment in an addendum as to (2) and (3) above so as not to distract from my principal concern that the Commission engage outside experts to assist in developing a plan.

The “silo” approach to planning for future development is unacceptable, but this is exactly what the Plan entails. There is no language in the Plan that articulates a vision reflecting an understanding that the waterfront is only one part of the fabric of the entire City, particularly an understanding and recognition of the “tsunami” of development that is presently taking place or planned for the areas adjacent to, or in near proximity to Port property. For example, how will the completion of the project presently under construction as well as the numerous others already approved or in the planning pipeline impact the congestion on the Embarcadero? Given that according to the Plan only approximately 10% of the property subject to the Port’s control remains uncommitted, from the point of view of the peoples’ access and use of the waterfront, wouldn’t it be the best use of Port property that it remain either largely open space or projects that will minimize the growing density in the area? A truly visionary plan would take a “holistic” view of the Port property and its future use recognizing that it is only one part of the

President Leslie Katz and Commissioners  
Monique Moyer  
November 26, 2014  
Page 2

greater City as a whole. I urge the Commission to bring aboard outside planning experts such as recognized landscape architects, waterfront planners and others with relevant skills and no political agenda, to make a “big picture” review of how best the Port properties can be utilized to provide and protect the San Francisco waterfront as an asset for future generations to come. Such an independent panel could assist in answering the question as to how decision makers, including input from the public, can arrive at decisions that will result in a waterfront of the future that provides maximum public benefit and enjoyment. It is my understanding that other places with the opportunity to maximize their urban waterfronts – New York, Chicago, Sweden, Rio de Janeiro – have engaged or are intending to engage some of the best thinkers available. Why not San Francisco?

I urge the Commission to go back to the drawing board, engage a panel of outside experts who will assist the Commission in creating a plan for the San Francisco waterfront which will be truly a vision of the waterfront and its role as a part of a greater San Francisco as we move forward in the 21st century. Just as the waterfront in the 20<sup>th</sup> Century transitioned from a commercial port to what it has become today after the destruction of the Embarcadero Freeway, we need a Plan for the remainder of the 21<sup>st</sup> Century that looks to how the waterfront will be utilized in the future, taking into account what is happening and will be happening with development within the City. Such a plan cannot be driven by a belief that the Port must be a revenue stream for the use of the Port Commission regardless of the other interests of the citizens. Rather such a plan must have as a driving goal the need to create a waterfront where all San Franciscans and our tourist guests can receive the maximum benefits from its use and enjoyment.

Sincerely,



Louise H. Renne

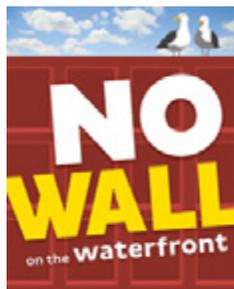
Comments on (2) & (3) above.

The Plan’s assumption that the Port’s best use of its property is solely that use which maximizes the Port’s revenue stream is unacceptable. Although a consideration of potential revenue streams for the Port may be one consideration, it cannot be the overriding factor when confronted with other public policy considerations. The Plan asserts that 11% are designated as “current projects.” One of the current projects supposedly under consideration is that of the developer of 8 Washington, a project that was soundly rejected by the voters. Why is that developer’s project still considered a ‘current’ project in the Plan? Why shouldn’t that property now be subject to the same type of long range planning and included in the long range vision of the Plan? Unfortunately, this has all too often been the Port’s approach – a developer makes a proposal and the Port approves without any consideration as to its impact on the overall waterfront.

President Leslie Katz and Commissioners  
Monique Moyer  
November 26, 2014  
Page 3

Particularly distressing is the language on pages 243 and 248 which seems to ignore the message that was sent by the voters in connection with 8 Washington and Proposition B. On page 243 the statement is made: “(F)inal decisions about waterfront heights presented to the voters should be made pursuant to a process that city staff and policymakers *control*” (Emphasis added.) I submit that the word “control” is a poor choice of words, but reflects the attitude of the Commission and its Staff. It is this attitude of the staff and the Planning Department – public be damned – that made it necessary for the voters to pass Proposition B and reject 8 Washington. If the Port and the Planning Department are not prepared to accept public input into the planning process, we can anticipate that the voters will assert their interest at the ballot box. City Hall, the Commission and the developers ignore at their peril the interest of the people of San Francisco when it comes to how best to preserve and protect the waterfront.

On page 248 it is suggested that the public and staff should review and respond to and project changes for the development of SW 351 by San Francisco Partners. As noted above, it is difficult to understand why the Port continues to encourage this project, or any semblance of it. If it is due to what the Port believes is some contractual obligation, then I suggest that closer attention should be paid to contractual language which gives any developer such continuing rights after its project has been rejected by the voters.



[www.NoWallOnTheWaterfront.com](http://www.NoWallOnTheWaterfront.com)

November 26, 2014

President Leslie Katz and Commissioners  
 Port of San Francisco  
 Pier 1  
 San Francisco, CA 94111

Re: *Comments on Draft Review of Port of San Francisco Waterfront Land Use Plan, 1997-2014*

Dear President Katz,

In 1990, the people of San Francisco voted to approve Proposition H and require the Port of San Francisco to create, follow, and regularly update a comprehensive *Waterfront Land Use Plan* to guide the stewardship of San Francisco's unique and historic waterfront. Prior to this course correction by the voters, numerous San Francisco waterfront development projects were considered in a piecemeal fashion driven by developers and political objectives rather than public interest and comprehensive waterfront planning. This resulted in a series of failed waterfront development proposals and repeated clashes over out-of-scale and ill-conceived projects.

The voter-mandated *Waterfront Land Use Plan* was finalized after years of hard work by a combination of dedicated citizens, business leaders, and Port experts. After its adoption by the Board of Supervisors and Port Commission in 1997, the Waterfront Plan facilitated a renaissance along much of San Francisco's waterfront. The removal of the Embarcadero Freeway opened the door to new life for a restored Ferry Building. A beautiful baseball park approved by the voters has repeatedly shone a *Giant* national spotlight on our waterfront. Aging piers became the new home of the beloved Exploratorium educational and science center. And the opening of a new world class Cruise Terminal and a new waterfront park at Pier 27 created a new public space for all to enjoy.

#### Establish an Independent Waterfront Plan Task Force

Despite the positive achievements of the last two decades, the failure by the Port to comply with the voters' mandate in Proposition H that "*The 'Waterfront Land Use Plan' shall be reviewed by the agency which prepared it or by such other agency designated by the Board of Supervisors at a minimum of every five years, with a view toward making any necessary amendments consistent with this initiative,*" has resulted in a stale and outdated plan that in key places is so vague or overbroad as to provide no clear guidance at all. The Port has never engaged in a serious public effort to

comply with Prop. H's regular review requirement. The Port has never reconstituted the Waterfront Plan Advisory Board or engaged in any similar level of public engagement or outreach to review the *Waterfront Land Use Plan* in a credible or comprehensive way. Instead, the Port has only proposed and adopted limited amendments to the *Waterfront Land Use Plan* in order to facilitate specific projects.

The current "Draft Port of San Francisco Review of the Waterfront Land Use Plan" ("Draft Review") put forth by the Port is primarily a backwards-looking compilation of past activities rather than a deeply critical analysis or a clear vision for the future. Nevertheless, it is a first step towards now complying with the voters' requirement of a regular five-year review and update mandate of the *Waterfront Land Use Plan*. Going forward, we encourage the Port to take the next step by requesting that the San Francisco Board of Supervisors adopt an ordinance establishing an independent **Waterfront Plan Task Force** which would be comprised of 1 citizen representative appointed by the District Supervisor from each of the 11 Supervisorial Districts. It will be the Task Force's job to ensure that the *Waterfront Land Use Plan* is updated in a comprehensive fashion and to conduct a *Waterfront Land Use Plan* review and propose updates every five years going forward.

The Waterfront Land Use Plan Should Be Updated Comprehensively And All Waterfront Development Should Follow The Rules, Including So-Called "Unique Opportunities"

In 1990's Proposition H, the people of the City and County of San Francisco established as official city policy that: "*it is poor planning to approve waterfront land uses on an ad hoc basis, rather than as part of a comprehensive waterfront land use plan.*" The entire premise of a comprehensive plan such as the *Waterfront Land Use Plan* is that it establishes a framework of rules that all stakeholders – city officials, citizen groups, labor, developers, and all other interested individuals – can read, understand, and have confidence will be followed. Some of the most controversial and failed waterfront development projects in recent years have been the direct result of attempts by either a developer or the Port to stretch the Waterfront Land Use Plan too far to fit a bad project (such as the failed Mills Corporation's Shopping Mall at Piers 27-31) or because the proposed projects were characterized as "unique opportunities" that somehow deserved special treatment, rule waivers, or legal exemptions even though they blatantly violated the *Waterfront Land Use Plan* (such as the failed Warriors stadium and luxury condo project at Piers 30-32).

The Draft Review articulates several recommendations and proposed new actions that would compound previous Port development failures instead of fixing them. First, the Draft Review proposes that sections of the *Waterfront Land Use Plan* be updated in a piecemeal "subarea" fashion that would simultaneously allow all current proposed development projects to proceed as-is while also enabling some future development proposals to be expedited and exempted from a full public discussion and review (*see* Draft Review, p. 241: "Waterfront neighborhood planning should examine methods to expedite local approval processes where there is public support for this strategy."; p. 244: "Development projects underway should continue while subarea planning discussions occur." "The South Beach and Northeast Waterfront neighborhoods are ready for additional, finer grain subarea planning."; p. 246: "Northeast Waterfront planning should examine methods to further entitle mixed use development opportunity sites and historic finger piers, so Port projects can be delivered more quickly and efficiently.")

Similarly, the Draft Review mistakenly proposes to create a parallel set of policies and rules to allow "unique opportunities that cannot be bid" to be exempted from the *Waterfront Land Use Plan* (*see* Draft Review, p. 240: "The Port Commission could develop a policy describing how these

unique, no-bid opportunities will be considered for Port property”). As the experience with the failed Warriors project at Piers 30-32 demonstrated, just because the Mayor and powerful interest groups decide they want to build something on the waterfront does not mean the Port should throw the *Waterfront Land Use Plan* out the window and write a whole new set of rules to accommodate that. If the Port creates a set of special rules for so-called “unique opportunities” as the Draft Review proposes, that will morph into the exception that becomes the rule as every developer will characterize their proposal as a “unique opportunity” requiring special exemptions. The rules will only work to shape our waterfront in a thoughtful and well-planned way if they apply to everybody.

The problem with Port development that has recently led to a series of high-profile failed developments and overwhelming citywide voter rejection of the Port’s plans in three waterfront ballot measure votes in less than a year (the defeat of 8 Washington with the rejection of Prop. B and Prop. C in November 2013 and the requirement for voter approval of all waterfront height limit increases with the passage of Prop. B in June 2014) is not that the Port’s development plans have moved too slowly but that they have been so dramatically disconnected from what the people of San Francisco actually want on to see on their waterfront. The Port should drop the Draft Review’s proposals to create a new process that would enable piecemeal waterfront planning or would pursue ways to expedite projects by short-circuiting public review. Instead, the Port should devote time and resources to working with the community and the Board of Supervisors to establish an independent **Waterfront Plan Task Force** that could lead a comprehensive, credible, and regular review and update of the *Waterfront Land Use Plan*. Establishing trust in a process to regularly review and update the *Waterfront Land Use Plan* would go a long way towards enabling the Port to have faith that development projects that truly comply with the Plan will ultimately earn the support of the people and move forward to help make our spectacular waterfront even better.

#### Build On Success and Invite the People of San Francisco To Invest In Their Waterfront

As the Draft Review correctly notes, the voters of San Francisco were asked in 2008 and again in 2012 to make a direct financial investment in beautifying San Francisco’s waterfront. San Francisco voters responded in an overwhelmingly positive way to that invitation by approving Parks Bonds that included millions of dollars to build new waterfront parks and open space along the Bay (*see* Draft Review, p. 240). This, along with the series of recent votes to reject poorly planned waterfront development and to approve a well-planned project (November 2014’s Prop. F for Pier 70 passed with 72% of the vote) are a clear indication that the people of San Francisco view the waterfront as just as much a part of our city as Golden Gate Park, the cable cars, and Coit Tower.

With just 10% of Port land left for potential development according to the Draft Review, it is crystal clear that the Port will never be able to simply develop its way out of debt and into financial stability. The time is now ripe for the Port to move away from this short-term, development-driven budget approach and instead to engage directly with the people of the whole city of San Francisco to find permanent solutions to the Port’s fiscal needs. We agree with the Draft Review’s recommendation that “Port and City staff should continue to identify more public funding, including General Obligation funding, to deliver waterfront parks” and that the Port should engage the State Lands Commission to drop its prohibitions against recreation facilities on the waterfront, such as those which have been so successful in New York and other waterfronts (*see* Draft Review, p. 240).

We urge the Port to go further and ask the voters of San Francisco, as well as the visitors to our city and the many businesses and professionals who benefit from a beautiful and vibrant waterfront, to all participate in investing in the waterfront’s future. The Port should pursue a

stand-alone **Waterfront Parks and Recreation Bond** in the next possible election to fund open space and active recreation to replace parking lots and aging piers along the waterfront. The Port should ask passengers on cruise ships entering the new Pier 27 cruise terminal and visitors to Fisherman's Wharf and the Giants ballpark to make donations to help beautify and preserve the piers and waterfront they have come from across California and around the world to enjoy. And the Port should engage the business community to develop a fund for waterfront restoration and preservation since the city's offices, shops, restaurants, and professionals all benefit from a San Francisco waterfront that is the envy of the world and available around the clock for all to enjoy.

### Refresh and Expand Waterfront Citizens Advisory Groups

Finally, we urge the Port to start fresh with its advisory groups. The Port should take immediate steps to turn its advisory groups into vehicles to earn the trust and participation of surrounding neighborhoods, businesses, and community groups rather than simply serving as the Port staff-driven "update" vehicles they have largely become with no actual say over what happens on the waterfront. It does not serve the Port's need to rebuild trust and credibility to continue to exclude interested citizen and neighborhood groups from serving on the Port's advisory groups while instead having Port appointees who represent no constituency in the area in which they serve simply act as "cheerleaders" for all Port actions, no matter how ill-conceived. We urge the Port to reconstitute its Citizens Advisory Groups to replace members who never attend meetings or do not represent an actual constituency in the area with those who will be actively engaged. The Port Commission should also enact a new policy that it will not proceed with a large-scale development project unless it has earned the affirmative support of the local Waterfront Citizens Advisory Group.

The Draft Review correctly notes that citywide citizen engagement in what happens on the waterfront is needed across San Francisco. The election results of the past year on waterfront ballot measures has shown that voters from every neighborhood in the city want to be a part of what happens on the waterfront, since it is a part of the city that belongs to all of us (*see* Draft Review, p. 244). The Port should establish a new citywide Citizens Advisory Group to serve as a vehicle for the engagement of neighborhoods across the city in what happens on our waterfront.

We appreciate the Port's first step towards complying with the will of the voters who 24 years ago required the Port to create a comprehensive *Waterfront Land Use Plan* and over the last year have made clear that serious changes are needed in the Port's recent approach to shaping San Francisco's waterfront. We hope you will consider the comments above and make the suggested changes in the Draft Review before finalizing it. Moreover, we sincerely hope that this is the first step towards moving forward with what people from every neighborhood in San Francisco have made clear time and time again: we only have one waterfront so let's take the time and get it right.

Sincerely,



Jon Golinger  
No Wall on the Waterfront

WaterfrontVoteYes@gmail.com  
www.NoWallonTheWaterfront.com

**CALIFORNIA STATE LANDS COMMISSION**

100 Howe Avenue, Suite 100-South  
Sacramento, CA 95825-8202



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November 26, 2014

Monique Moyer, Executive Director  
Port of San Francisco  
Pier 1 The Embarcadero  
San Francisco, CA 94111

**RE: Port of San Francisco Waterfront Land Use Plan Review**

Dear Director Moyer:

Staff of the California State Lands Commission (Commission) has reviewed the Port of San Francisco's (Port) 2014 Waterfront Land Use Plan Review (Review). Commission staff appreciates the opportunity to provide comments to the Port and, as always, appreciates the Port soliciting early involvement from the Commission.

The Commission is committed to continued collaboration and partnership with the Port to achieve the mutual goals of a vibrant waterfront consistent with the common law Public Trust Doctrine; one that is dynamic, accessible, and enjoyable for all the citizens of California. The Review recognizes the value of this partnership, recommending that the Port continue to engage Commission staff in discussions early in the process for any proposed development of Port property. Commission staff strongly supports this recommendation. We believe that early collaboration between the Port and Commission staff is essential to ensure that any proposed development or use includes amenities that connect the statewide public to the San Francisco waterfront, and that the use of the trust lands and assets is consistent with the principles of the Burton Act, the California Constitution, and the Public Trust.

The Review, in part, describes the successful collaboration and evolving partnership between the Port and the Commission over the last several decades. During this time, the Port has completed several landmark projects that have invigorated the region's waterfront and economy and provided new recreational opportunities that significantly enhance the relationship between the public and its waterfront, including AT&T Ballpark, the Ferry Building renovation, the Pier 1 Historic Rehabilitation Project, the Piers 1½ - 3 - 5 Historic Rehabilitation Project, the Exploratorium at Piers 15-17, and the developments at Candlestick/Hunters Point and Treasure Island. For each of these projects, the Port involved the Commission early in

Monique Moyer  
November 26, 2014  
Page 2

the planning process. The open communication and strong relationship between the Port and the Commission allowed for the Commission to be actively involved in these projects to promote maximum public enjoyment of these lands and to ensure compliance with the Port's granting statutes and the Public Trust.

In these waterfront development projects, the Commission's specialized public trust expertise has been integral to increasing public trust uses within projects and ensuring that waterfront development benefits the statewide public consistent with the Burton Act and the Public Trust. In addition to contributing its unique knowledge about the history and application of the Public Trust Doctrine, Commission staff has facilitated projects by reviewing and approving appraisals and resolving complex title and boundary issues. There are several additional projects planned, such as the Pier 70 rehabilitation project. Commission staff looks forward to continuing its very successful relationship with the Port to facilitate these projects in a manner that promotes Public Trust values and principles along the San Francisco waterfront for the benefit of all California residents.

The Review includes a preliminary recommendation that Port staff continue efforts to negotiate a streamlined approval process with the Commission and the San Francisco Bay Conservation and Development Commission to allow historic pier rehabilitation projects with leases of up to 30 or 35 years if projects meet certain criteria. Commission staff would caution against adopting a one-size-fits-all approach. While we appreciate the challenges the Port faces with rehabilitating these historic piers and recognize that short-term interim leases may be beneficial to generate revenue from locations that would otherwise be vacant, because every project involves issues of unique complexity, it is extremely important that projects are evaluated by Commission staff on a case-by-case basis early in the process. We look forward to continuing to discuss this issue with your staff to find the appropriate balance between a streamlined approval process and ensuring that historic pier rehabilitation projects receive the appropriate review from Commission staff.

Thank you for the opportunity to comment and for the outstanding leadership you provide the Port. Commission staff is available to discuss if you have any questions.

Sincerely,



Sheri Pemberton  
Chief, External Affairs  
and Legislative Liaison



November 28, 2014

TO: Port of San Francisco  
 RE: Waterfront land Use Plan Review  
 ATTN: Diane Oshima & Tani Elliott

As Chair of Friends of Golden Gateway (FOGG) my comments on the WLUP will be limited to the SWL351 and its need for proper development.

FOGG represents a large group of neighbors, and San Francisco/Bay Area residents who are concerned in providing continued outdoor recreational space, and the proper development of SWL351.

SWL351, viewed from the Ferry Building is really the Gateway to the Embarcadero Northeast corridor. It must be available to EVERYONE who visits or lives near the Bay. The lot must be maintained at low level heights to provide the views and step down concept from telegraph hill.

FOGG together with the Asian Neighborhood Design group and a good number of community leaders provided after a number of community workshops "***A Community Vision For San Francisco's Northeast Waterfront.***"

Within the Vision plan is the SWL351 proposal for a major bicycle/sports/transit center that would complement the nearby outdoor recreational center. We would include an indoor/outdoor café on the corner on Washington St. & the Embarcadero.

This proposal would be an enhancement for the west side of the Embarcadero, would be a complement to the Bay side, attract many more pedestrians and bicyclists to the growing waterfront. It preserves the views from the Bay to the hills, and will provide revenues to the Port.

There are a number of other major ideas for improving the Northeast Embarcadero corridor within the Vision Plan that should be seriously reviewed and discussed in updating the WLUP.

In closing we wish to ask as do many of the others who have written you their comments: Please listen to the many concerned citizens who wish to see the waterfront continue to improve both in design and availability for everyone.

The Port is the caretaker, but the waterfront belongs to all.

Sincerely,  
 Lee Radner  
 Chair, Friends of Golden Gateway

Friends of Golden Gateway

**From:** [Alec Bash](#)  
**To:** [Elliott, Tani \(PRT\)](#); [Oshima, Diane \(PRT\)](#)  
**Subject:** WLUP 1997-2014 Review Comments  
**Date:** Sunday, November 30, 2014 6:49:30 PM

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Dear Diane Oshima and Tani Elliott,

The Waterfront Land Use Plan 1997-2014 Review certainly is a comprehensive assessment of land use improvements and changes within the Port of San Francisco's jurisdiction during the 17 years since the Waterfront Land Use Plan was adopted. The waterfront and its connections with the city have changed so much for the better during this time, with so much more yet still ahead. I've been very fortunate to both work at the Port, from 1997 to 2001, and to serve on its Northeast Waterfront Advisory Group, from 2001 to the present. This has given me great appreciation for both the accomplishments along the waterfront and the effort involved in pulling together all the information contained within this 1997-2014 review.

The report and its recommendations are quite thorough, and I have only a few suggestions.

**Page 45: "The Port's local community waterfront advisory group discussions should be augmented with citywide outreach to inform important decisions about the Port. Port staff welcomes suggestions for how to provide access and a voice to those who do not attend planning workshops."**

I suggest consulting with the San Francisco Planning Department re their experiences having a booth at many 'Sunday Streets' over the past couple years. Engage and solicit opinions from passersby, perhaps utilizing a waterfront model or other graphic showing the Port's jurisdiction and the land uses, areas of potential change, and other items of interest along the water. Advisory Group members might be willing to participate occasionally, along with staff.

**Page 45: "The Port Commission should consider a clearly articulated process by which unique but highly desirable projects – which cannot be competitively bid – can be considered for available Port property."**

I suggest developing and adopting criteria for the types of projects that might be eligible for such treatment, with procedures for amending criteria as necessary since not everything can be thought of in advance. Follow this with early public meetings (advisory group, community and Port Commission) on any such potentially highly desirable project, to obtain feedback on its desirability before proceeding.

**Page 77: "Port staff recommends a subarea planning effort in the Northeast Waterfront to refresh the Waterfront Plan, if area stakeholders are open to such an effort. BCDC, State Lands and the Planning Department should be invited to participate so the planning effort balances state and local interests. Projects underway in the area, including re-tenanting of pier sheds vacated for the America's Cup, should continue to generate the revenue needed to rehabilitate these facilities."**

I believe new planning effort for this subarea would be very beneficial, perhaps

proceeding in stages to develop good worknig relationships. A good place to start might be the Pier 27-29 Cruise Terminal area, with the large new plaza and vehicular and pedestrian circulation areas. Activating these areas in ways that are compatible with its surroundings across The Embarcadero, while providing the city with a new destination on its waterfront, should be a high priority. Also, I believe the BCDC Special Area Plan for the Northeast Waterfront still calls for removal of Pier 23's east end. This should be revisited and this historic structure fully preserved.

**Page 77: "Port and City staff should continue to pursue public realm improvements to the west side of The Embarcadero to make both sides of The Embarcadero function as a grand boulevard for all modes of transportation."**

*and*

**"Port staff should consult with the Northeast Waterfront Advisory Group regarding potential uses of Seawall Lots 323, 321 and 314 which are currently used for parking. These sites represent opportunities to reconnect adjacent neighborhoods with the waterfront and to improve the public realm on the west side of The Embarcadero."**

I suggest the Port and City also pursue such public realm discussions with neighboring businesses, e.g., Levi's Plaza, with their beautiful campus park alongside but separated from The Embarcadero; and KGO, with its headquarters at Front and Vallejo but backing onto The Embarcadero with its antennas and utilities. Improving these connections to The Embarcadero and the westside public realm could occur in the near future, and at any event no later than improvements to the Port's adjacent parking areas.

**Page 87 (Ferry Building Subarea Recommendations):**

Harry Bridges Plaza is a major improvement over the former city/waterfront connection under the freeway. However, this plaza would be so much better if The Embarcadero were underground between Mission and Washington Streets, with a frontage road consisting of a moving lane and loading/passenger drop-off lane alongside the Ferry Building.

The grades required for such undergrounding would not meet Federal Highway standard specifications, but could be achieved if the City and Port sought and obtained a waiver from those standards. Heavily-trafficked roadways such as Commonwealth Avenue in Boston and Memorial Drive across the river in Cambridge go underground in a block and back up again in another block. Crossing a two-lane frontage road to reach the Ferry Building would be a vast improvement, and directly connecting Harry Bridges Plaza with the city would be enormous.

Thank you for the opportunity to review and offer these comments.

Sincerely,

Alec S. Bash, AICP



**From:** [Jamie Whitaker](#)  
**To:** [Elliott, Tani \(PRT\)](#)  
**Cc:** [Rincon Hill](#)  
**Subject:** Comments on Draft Review of the Waterfront Land Use Plan  
**Date:** Sunday, November 30, 2014 11:36:16 PM

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Personal opinions that follow are by Mr. Jamie Whitaker



Dear Tani,

I am submitting my comments on the Draft Review of the Waterfront Land Use Plan.

1) I believe the Port should adapt SWL 351 and other sections where pertinent the Community Vision for San Francisco's Northeast Waterfront found here online:

<http://www.andnet.org/storage/pdfs-cp/NE%20Waterfront%20Community%20Vision-FINAL-2%209%202011.pdf>

2) I support preserving the open space/recreational usage on the ground floor in the area near the Golden Gateway Apartments and other Golden Gateway redevelopment assets since the existing tennis and swim recreation center was presented to the governing bodies for the City and County of San Francisco as a substantive component of the high-density residential developments located there. Also, there is very little recreational and open space in the area - 0.17 acres per 1,000 residents to the south in Supervisor District 6 and 0.43 acres per 1,000 residents in Supervisor District 3 according to a Harvey Rose report presented to the Board of Supervisors Budget Committee on June 5, 2013.

3) Community Health considerations such as air pollution, pedestrian safety, playgrounds for kids, and other City-provided resources taken for granted in other parts of the City must get added to the Waterfront Land Use Plan to comply with today's planning standards that recognize our lifespans are much more dependent on the zip code we live in due to environmental factors rather than genetic disposition. Start with working with DPH's environmental health epidemiologists who maintain this information resource: [www.sustainablecommunitiesindex.org](http://www.sustainablecommunitiesindex.org)

4) The Port should be seeking out General Fund revenue support from the City because it is another Recreation and Parks Department more or less instead of trying to pursue the Mission Impossible task of preserving public access to the shoreline/waterfront while making enough money from privatizing parts of the shoreline/waterfront to pay for the public access to the remainder. I would say that the people of San Francisco would get behind a change to the Charter to make it so because we all recognize the benefits of parks/public open space along the waterfront for bicycling, walking, and other activities versus velvet roped-off privatized rentals for an exclusive group of chosen individuals.

5) Piers 30-32 should be demolished except for a T-shaped pier that can continue to provide deep berth access for large vessels. The money comes from developing SWL 330 - that link should not be broken, especially after the Watermark and Cruise Ship Terminal fiasco linked the better use than parking of Piers 30-32 together and

likely influenced the purchase decisions made by owners of condos at Watermark and other area condos.

6) Consider becoming a Special District funded via special assessment taxes levied on properties citywide.

Thank you for your consideration,  
Jamie Whitaker

**From:** [MK](#)  
**To:** [Elliott, Tani \(PRT\)](#)  
**Subject:** Comments On San Francisco Waterfront Land Use Plan  
**Date:** Sunday, November 30, 2014 5:08:32 PM

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To: Monique Moyer and Byron Rhett

Re: Comments on San Francisco Waterfront Land Use Plan (1997–2014) Review

Let me begin by thanking you for providing detailed and well organized reports of San Francisco Port Authority's proposed operations and accomplishments in the past 17 years. I am a relatively new resident of San Francisco downtown and I have been involved in Port activities since last three years. I have truly enjoyed working with all the team members and I commend Port Authority for its efficiency and organization.

I appreciate the invitation to provide my views for the future betterment of Waterfront. I have listed some of my thoughts below.

**Land Use / Policy:**

**Transportation:**

**Open Space:**

**Environment:**

- The current land use plan looks very promising. Increase in tourism, both local and international, reflects the effectiveness of the plan. The value of waterfront will greatly increase when the Port updates the preservation of maritime legacy, revive the failing historic structures, and restore the failing Waterfront infrastructure.
- Construction of AT&T Ballpark is definitely a valuable asset to Waterfront. Unfortunately, it has aggravated the already burgeoning problem of traffic congestion. The alleviation of foot and auto traffic during Giants games or other large-scale commercial activities must be given top priority when planning future transportation improvements. Partnering with SFMTA would create viable solutions to eliminate some of the congestion issues that we face during Giants games and various large-scale business conventions.
- San Francisco is one of the fastest growing cities in the country. The influx of residents (in downtown area) has already caused reduction in the open space and recreational activities available to residents. While the presence of more businesses is lucrative for city's economy, we must not lose sight of the benefits of open space recreational activities – both active and passive, clean air and

light for the residents.

### **Historic Resources:**

#### **Seismic:**

#### **Sea Level Rise:**

- Port's future maritime plans should continue with caution. Benefit analysis must be conducted to understand the financial gains of such enhancements. Economic access to port should be considered. That being said, I feel the final decisions about maritime plans should be made by Port Authority since they have the right expertise.
- As per financials, the new cruise ship terminal has been a burden on Port's struggling finances. Although the new terminal has increased the value of Waterfront, additional income-generating sources are needed, such as commercial events, to turn this into profit making structure.
- Since Port's maritime architectural and historical legacy is known nationally and globally, the failing infrastructure should be given priority. The Port must continue the seismic risk and sea level assessments. The repairs of the infrastructure could involve city's engineering/design agencies, thus allowing the public to understand the Port's efforts in maintaining the Waterfront. The burden of implementing repairs and conceptual design solutions must be shared by city, state, and federal agencies.

### **Public Engagement:**

- The Port should invite the residents of the new communities in the ongoing dialog involving the health and sustenance of the Waterfront.
- It may be valuable (for the residents) if Port conducted information sessions of current activities, projects, and financial situation. Data should be presented to the residents to understand the Port's operations. As they say, "educated community is an involved community".
- The residents should have access to Port's financial information so that they can understand the financial complexities of the proposed projects and cost-benefit analysis.
- I appreciated the Port's effort to involve local residents, including myself, in its valiant effort to bring George Lucas's cultural museum to Seawall Lot 330. I wish the same effort had been made during Warriors project. In future, I sincerely hope that the input of impacted residents is actively sought out when deciding the occupants of Seawall Lot 330 and Pier 30/32.

In conclusion, I appreciate the detailed WLUP report presenting the current status

and paving the future for public dialog. I am impressed by Port's efforts to maintain the maritime legacy and creating new opportunities for Waterfront improvements.

Sincerely:

Mahesh Khatwani

Resident of Watermark



**Attention:**

**The information contained in this message and or attachments is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from any system and destroy any copies.**

**Thank You.**



# *San Francisco Tomorrow*

*Since 1970, Working to Protect the Urban Environment*

December 1, 2014

President Leslie Katz and Commissioners  
 Port of San Francisco  
 Pier 1  
 San Francisco, CA 94111

## **Re: Comments on Draft Review of Waterfront Land Use Plan**

Dear President Katz and Commissioners

As the proponents of Proposition H in 1990 and as participants in the development of the original Waterfront Land Use Plan and subsequent planning documents, San Francisco Tomorrow is deeply interested in - and well qualified to comment on - the Port's draft review of the 1997 Waterfront Land Use Plan. This is a long overdue document, not only because of the requirement in Pop H to review the plan at least every five years, but because of the significant changes that have occurred in that time. Those include

- The establishment of the Northeast Waterfront Historic District and the subsequent determination by the State Lands Commission that a significant level of non-Trust land uses are allowable in order to fund historic preservation;
- Implementation of the BCDC Special Area Plan, particularly the completion of significant new parks at the Brannan Street Wharf and Pier 27;
- The Port's realistic assessment of their capital needs, leading to a better understanding of the economic viability of certain of the Port's assets;
- The proposal and failure of numerous proposals to develop Piers 30-32;
- The successful development of projects along the waterfront, beginning with the Ferry Building;
- A better understanding of sea level rise and the threat it poses to Port property.

The review provided an interesting and helpful look at next steps and tasks for the Port. Unfortunately, despite its length, it provides NO SPECIFIC language or edits for review, which makes the document of limited usefulness. Moreover, there was no temporal component to the recommendations, so it was unclear where one recommendation might be contingent on

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the outcome of another activity. For example, would transportation plans for the Embarcadero precede decisions on acceptable land uses on the Northern Waterfront? Would decisions on land uses in historic piers be contingent on the outcome of negotiations with BCDC and State Lands to extend interim use leases? There are MANY such assumptions in the document.

There are some good ideas in the review that we agree with, including

- Identifying key infrastructure needs on the Port, including street improvements and upgrading the City's seawall;
- Incorporating seismic risk and sea level rise into land use and policy decisions;
- Coordination with SFMTA to improve transit along the Embarcadero, assuming that such plans and decisions would precede recommendations on new land uses that would increase area congestion.

There are, of course, areas of concern, specifically that the review

- Revisits failed development proposals for the Northeast Waterfront without proposing a similar review of the local community's land use proposals;
- Assumes that the Port will continue to cede development opportunities to master developers, a practice that has not been noticeably successful and that limits the Port's ability to generate income from its properties;
- Proposes an exemption to the Plan to for "unique, no-bid opportunities." The Port's unfortunate history of politically-driven development makes this recommendation an extremely difficult one for SFT to support;
- Proposes an extension of interim uses from the current 5-10 years to 30-35 years. While this may be appropriate as a means to fund needed upgrades to historic piers, this signals a significant departure from policy that needs to be vetted – for example in an updated Special Area Plan - prior to inclusion in the WLUP;
- Proposes a programmatic CEQA analysis to streamline project approvals. This might be appropriate if the Port were to complete a new Waterfront Land Use Plan that provides more specificity than the 1997 version. As it did for the original WLUP, the Port could then prepare a programmatic document, and projects that adhered to the Plan could then prepare a supplemental document.

SFT has additional issues that we would like to see included in any update to the WLUP. Those include

- Replacing the Acceptable Land Uses Table at the end of each subarea with a more balanced and specific discussion of appropriate uses for that area. These tables may

have had a use when the plan was adopted, before the Port had an understanding of regulatory and financial conditions. Now that the Port has greater certainty in both areas, it's time to make a determination about what uses are appropriate - and at what level of intensity.

- Identifying limits to specific land uses, if necessary. Just as neighborhood corridors place limits on some types of uses in order to protect and encourage neighborhood-serving uses, the Port should consider what would constitute a saturation of a specific use. That could potentially include a limit on office space, or restrictions on visitor-serving retail outside of Fisherman's Wharf.
- Integration of the Waterfront Design and Access Element. This element was added after the original WLUP, but as a key planning document for Waterfront development, it should be incorporated into the WLUP
- Integration and update of the Port's Stormwater Management Program. This was an excellent planning document that is more than 10 years old, in what is a rapidly evolving field. The adoption of Stormwater Design Guidelines in 2009 provides guidance to individual developers, but an update of the Port's overall vision is overdue.
- The Port's plan to discharge its responsibility to preserve and maintain the resources that make up the Northeast Waterfront Historic District.
- A final decision on the fate of Pier 30-32. The increasingly high cost of renovating this pier, the lack of historic resources on the site, and the likelihood that significant Port resources would be required to renovate the substructure prior to any new uses being feasible, all point to the need for the plan to recommend the removal of this pier. The funding mechanisms contemplated by the Port in recent development proposals for this pier diverted significant funds from the Port's historic preservation and open space budgets. Instead of contemplating what uses are appropriate for this pier, the Port should instead consider whether fill credits realized from its removal can provide benefit to other developments.

Finally, we would like to second the proposal of No Wall on the Waterfront for a change in the Port's Advisory Committee structure. Several of our board members have served on a number of these committees and while we appreciate the information they offer, we do NOT feel that they provide real opportunity for public feedback because their recommendations are advisory to Port staff rather than the Commission. Because of this, the committees actually serve as a barrier between public opinion and Commission actions.

Finally, we strongly recommend that the Port revise its internal guidelines for designing documents. These documents were very difficult to review electronically. Adding to the difficulty of the layout was the fact that the document was split into 7 pdf documents, making

an electronic search for specific items impossible. In 2014, unlike 1997, most people will consume this document electronically. We urge you to make it easier to do so.

We appreciate the opportunity to comment on this document.

Sincerely,

  
Jennifer Clary  
President

**From:** [Redacted]  
**To:** [Elliott, Tani \(PRT\)](#); [Oshima, Diane \(PRT\)](#)  
**Subject:** COMMENTS---DRAFT WATERFRONT LAND USE PLAN  
**Date:** Monday, December 01, 2014 12:06:24 AM

**TO:** President Leslie Katz and Honorable Members of Port Commission,  
**C/O:** Diane Oshima, Assistant Director, Waterfront Planning and Tani Elliot

**RE: DRAFT WATERFRONT LAND USE PLAN---COMMENTS**

The Draft Waterfront Land Use Plan is lengthy and complex---but doesn't convey a simple vision that is understandable for everyone. In other words, an overarching vision should help guide development and projects. There should also be a simple graphics and imagery that conveys that vision quickly and simply. We need a vision like:

**VISION: San Francisco will be the most beautiful waterfront in the world---a world-renowned destination for residents, visitors, recreation, business, commerce, trade, maritime and port activities. San Francisco's Waterfront will be a ribbon of water-related uses, open spaces and pedestrian realms that reinforce the City's Mediterranean character and scale---serving as a connector to neighborhoods for everyone to enjoy.**



**A COMPREHENSIVE ECONOMIC PARTNERSHIP WITH THE CITIZENRY:** San Franciscans love their waterfront and would entertain general obligation bonds, revenue bonds, public-private partnerships, certificates of participation, grants, donations, innovative funding mechanisms....in order to achieve a shared waterfront vision.



**HISTORY: San Franciscans love their waterfront and the long history of waterfront "battles" should be summarized in the Waterfront Land Use Plan.**

**PROTECT WATERFRONT BEAUTY AS AN ECONOMIC ASSET**

San Francisco's waterfront beauty is priceless. But environmental capital, like physical/ visual links to the Bay, has a quantifiable value. The City's Mediterranean village-like beauty differentiates it from other cities. Tourism attracts 16 million visitors and \$8.5 billion per year. Public vistas contribute to a real estate industry of over \$10 billion a year. Conservatively, waterfront beauty may have a \$2 billion valuation per year---for perpetuity.



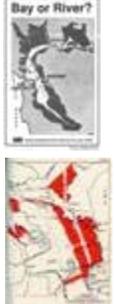
**A HISTORY OF SAN FRANCISCO'S WATERFRONT LAND-USE BATTLES**  
**WATERFRONT BEAUTY = BEST ECONOMICS**

Over time, by tapering heights downward towards the waterfront, public vistas and San Francisco's beauty will be preserved for everyone---an economic asset that attracts 16 million visitors and \$8.5 billion per year.



**SAN FRANCISCO'S WATERFRONT BATTLES** led to protective tapering height limits, which preserve public vistas and a Mediterranean village-like beauty for everyone. Learning from history, we can better appreciate the waterfront's esthetic and economic value.

 <p>The Fontana Towers led to the 40-foot height limit on the waterfront.</p>	 <p>The Fontana Towers battle stopped five other high-rises at Aquatic Park.</p>	 <p>San Francisco's Freeway Revolt started a national movement.</p>	 <p>The Embarcadero Freeway was stopped at Broadway---in mid-construction.</p>	 <p>The Embarcadero Freeway's demolition opened the waterfront.</p>
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 <p>Freeway plans wrapped around the entire waterfront and throughout the city.</p>	 <p>WPA Freeway Plan, around northern waterfront---and over Columbus Ave.</p>	 <p>The freeway wall along the waterfront was a near reality.</p>	 <p>"Save The Bay" map and Reber Plan for bay infill.</p>	 <p>Citizen activists and founders of "Save The Bay": Esther Gulick, Sylvia McLaughlin, Catherine Kerr.</p>
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**HISTORY TEACHES US** that many design options exist for any site. After contentious debates, better designs often result. Nevertheless, we should learn from mistakes and poor environmental planning.

FOUNDSF: The Fontana Towers and Waterfront Battle.

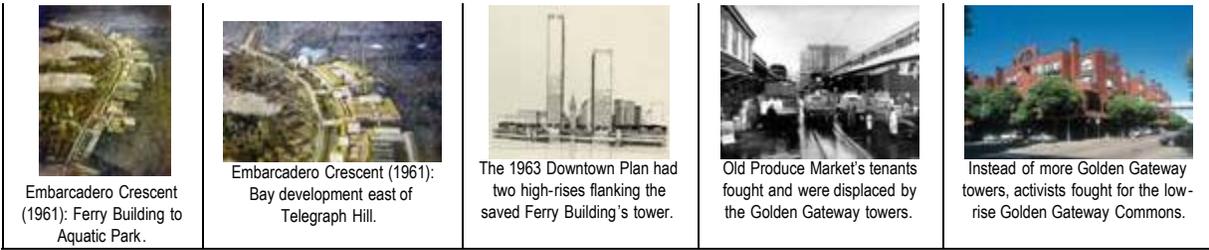
[http://foundsf.org/index.php?title=Height\\_Limit\\_Revolt\\_Saves\\_Waterfront\\_Vistas](http://foundsf.org/index.php?title=Height_Limit_Revolt_Saves_Waterfront_Vistas)

Residents of Russian Hill and Casper Weinberger (a Republican conservationist) stopped towers along the waterfront. A coalition fought for the waterfront 40-foot height limits. Later, height limits were initiated on Russian Hill.

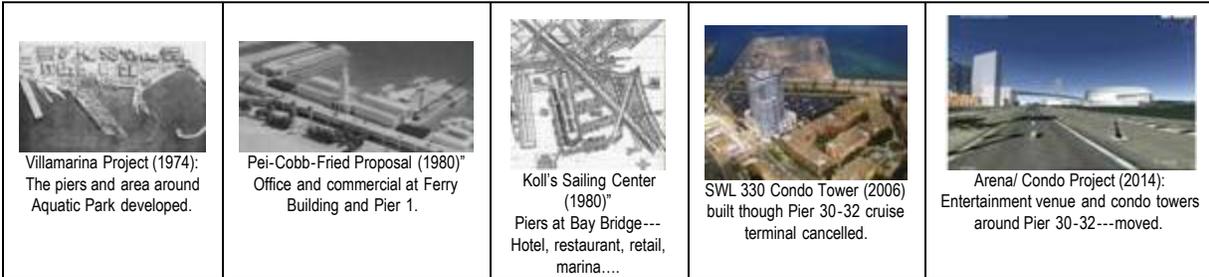
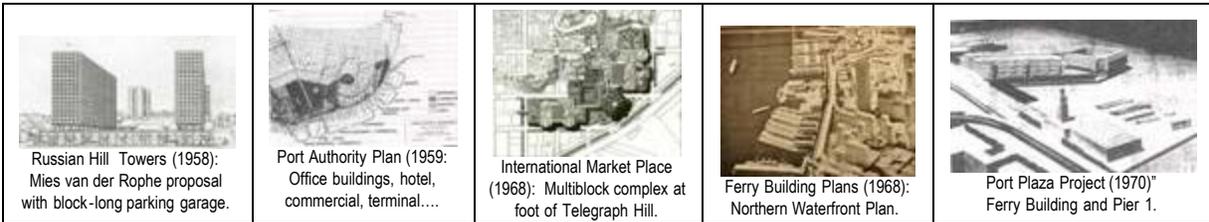
 <p>Bridge and large development proposed adjacent to Telegraph Hill---through North Beach.</p>	 <p>Bridge and freeways proposed atop Telegraph Hill.</p>	 <p>The Rush Bridge from Telegraph Hill had three stories of traffic lanes.</p>	 <p>Proposed bridge from Telegraph Hill to Angel Island &amp; Tiburon---stopped by Washington officials.</p>	 <p>Russian Hill: Ten years after 40-foot height limit.</p>
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 <p>Ferry Building Project (1968) with helipad atop roof.</p>	 <p>World Trade Center (1950) demolishes Ferry Building.</p>	 <p>World Trade Center's terraced high-rises at waterfront.</p>	 <p>Proposed 30-story skyscraper at waterfront.</p>	 <p>U.S. Steel Building Complex---South of Ferry Building.</p>
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ENVIRONMENTAL CAPITAL: A new economic measure includes efforts to incorporate “natural capital”---the value of such things as esthetics, nature and generic diversity---into economic decision-making. From a long-range perspective, waterfront beauty has incalculable economic value---for regional drawing power and people’s happiness quotient.

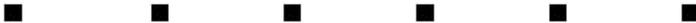


HISTORY IS A GOOD TEACHER: Citizens and political leaders have fought for their public assets---and have been proven correct in hindsight.

FOUNDSF: “The Freeway Revolt” [http://foundsf.org/index.php?title=The\\_Freeway\\_Revolt](http://foundsf.org/index.php?title=The_Freeway_Revolt)  
 On November 2, 1956 the *San Francisco Chronicle* graciously published a map of the proposed and actual freeway routes through San Francisco even though its accompanying editorial was already chiding protestors: "The remarkable aspect of these protests and claims of injury is their tardiness. They concern projects that have for years been set forth in master plans, surveys and expensive traffic studies. They have been ignored or overlooked by citizens and public official alike---until the time was at hand for concrete pouring and when revision had become either impossible or extremely costly. The evidence indicates that he citizenry never did know or had forgotten what freeways the planners had in mind for them."

WE ARE ON LIFE’S STAGE EVER SO BRIEFLY relative to the timeless beauty of the waterfront environment. It is the responsibility of each generation to protect natural assets, which are perpetually threatened by short-term shortsightedness. .

Regards,  
 Howard Wong, AIA





*inspiring people to protect  
Bay Area birds since 1917*

November 26, 2014

**Via Email U.S. Mail**

Tani Elliott  
Port of San Francisco  
Pier 1, The Embarcadero  
San Francisco, CA 94111  
[Tani.Elliott@sfport.com](mailto:Tani.Elliott@sfport.com)

**Re: Port of San Francisco Waterfront Land Use Plan**

Dear Tani Elliott;

I am writing on behalf of the Golden Gate Audubon Society and its members and supporters regarding the Port of San Francisco's Waterfront Land Use Plan. Golden Gate Audubon is dedicated to protecting Bay Area birds, other wildlife, and their natural habitats. The mission of Golden Gate Audubon is to engage people to experience the wonder of birds and translate that wonder into action to protect native bird populations and their habitats.

Our members use and enjoy the waterfront along San Francisco Bay and often visit the area to engage in bird watching, scientific research, and recreational activities. We appreciate the opportunity to comment on the Waterfront Land Use Plan which offers an excellent opportunity to promote recreational opportunities and development that is sensitive to the rich natural history and biodiversity of the area.

**The Waterfront Then and Now**

Golden Gate Audubon applauds the work by the Port of San Francisco particularly at Pier 94 and at Heron's Head Park and the Eco Center. Additional waterfront parks with thoughtful resiliency and adaptation planning are crucial to ensure that these and future waterfront parks are available for current and future residents and visitors, as well as for local wildlife that need such habitats.

**Project Summary by Waterfront Sub Area**

**South Beach**

Golden Gate Audubon supports the expansion of public access improvements to extend a shoreline walk through the area, and pedestrian and bicycle connections between South Beach and Mission Bay and along China Basin. Mission Creek provides valuable habitat for shorebirds, water birds and passerines. Black-crowned Night Herons roost in the trees, Belted Kingfisher can be seen, and birders have been coming to the area in the wintertime to observe Palm Warbler.

**Central Basin**

The natural history of Mission Bay and the former wetlands at this site should be highlighted: "Mission Creek originally emptied into the 300 acre Mission Bay edged with salt marshes". The San Francisco Caspian Tern nesting colony near Agua Vista is important since this is the only nesting colony in the City. This colony has been observed and documented by San Francisco Bay Bird Observatory, USGS-Oregon

**GOLDEN GATE AUDUBON SOCIETY**

2530 San Pablo Avenue, Suite G Berkeley, California 94702

phone 510.843.2222 fax 510.843.5351 web [www.goldengateaudubon.org](http://www.goldengateaudubon.org)

## Tani Elliott – Waterfront Land Use

November 30, 2014

Page 2 of 3

State University and Golden Gate Audubon. The replacement nesting island provides vital habitat for this species. People that work in Mission Bay have spotting scopes in their high rise offices to observe these remarkable birds that breed along the bay. Many people visit this area to observe the herring spawn and water birds active in winter as well as the breeding birds in the spring and early summer. Golden Gate Audubon supports the replacement nesting platform for this colony. This area along the bay is important for people and for a variety of avian species.

**Southern Waterfront****Pier 70 and Warm Water Cove**

Golden Gate Audubon supports the Port's recommendation to preserve or improve areas which will provide opportunities for the protection of wildlife habitat and for passive and active recreational uses. Every year Golden Gate Audubon volunteers visit this site as part of the Christmas Bird Count. A variety of water birds, shorebirds and passerines can be observed in Warm Water Cove. Warm Water Cove has huge potential for habitat improvements on the shoreline and upland areas. An environmental cleanup of Warm Water Cove is needed. The tires, shopping carts, and other marine debris should be removed from the shoreline. The Subtidal Goals Habitat Project Draft Chapter 4 on Soft-bottom Habitat discusses contaminants page 45 with goals on reducing the impairment of San Francisco Bay from contaminants on page 51 -54 See [www.bcdc.ca.gov/planning/shg/subtidal-habitat.shtml](http://www.bcdc.ca.gov/planning/shg/subtidal-habitat.shtml)

The waterfront from Pier 70 to Islais Creek and around to India Basin have opportunities for improvements and cleanup which would provide recreational opportunities for people and habitat for a variety of birds and butterflies along the shore, as well as for water birds, fish & marine species in the Bay.

Golden Gate Audubon supports safe pedestrian, appropriate and safe kayak access and bicycle access as part of the Blue Greenway. These improvements along with artful way-finding interpretive signage are encouraged. The rich wetland, shoreline and San Francisco Bay bird and marine life can and ought to be promoted to engage local residents in the natural beauty found along the waterfront.

**Pier 94**

Golden Gate Audubon applauds the Port of San Francisco for their support of the wetland and upland restoration at Pier 94. This site is visited by hundreds of volunteers each year who participate in hands-on habitat restoration. Golden Gate Audubon's Eco-Education program brings San Francisco Title 1 third grade students and their families to the site, which is used as a living outdoor classroom. This is a valuable resource to the community. Golden Gate Audubon seeks to continue to work with the Port of San Francisco to maintain the wetland at Pier 94 and to consider future opportunities for upland soil amendment and native plants.

**Heron's Head Park**

Golden Gate Audubon hopes to continue to provide field trips to Herons Head Park and hopes to work with Literacy for Environmental Justice (LEJ) to offer educational programs at the Eco Center.

The separate, off-leash dog play area in a fully enclosed space adjacent to the parking lot is welcome at this site. Golden Gate Audubon asks the Port to enforce the law that dog owners keep their dogs on leash when at other parts of Heron's Head Park and to use the convenient bags and trash cans to prevent domestic pet feces from littering and damaging the wetland area and San Francisco Bay. See 400265 Section 41.12 and 400542.

Tani Elliott – Waterfront Land Use

November 30, 2014

Page 3 of 3

### **General Comments**

All along the Waterfront the San Francisco Standards for Bird Safe Buildings and Better Streets Plan should be implemented. The waterfront is an Urban Bird Refuge as defined in the Standards for Bird Safe Buildings. See <http://www.sf-planning.org/index.aspx?page=2506> Low impact design and permeable materials for the trails and streets with vegetated swales are encouraged. See <http://www.sf-planning.org/ftp/BetterStreets/index.htm>

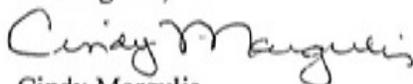
Wherever trash containers are installed, these trash receptacles should be of a wildlife-proof design and regularly picked up and maintained. This is particularly important since these areas are often windy and windborne trash in the Bay is difficult to remove and poses serious risks for wildlife. At all current and future fishing locations along the Bay, Golden Gate Audubon strongly encourages monofilament (fishing line) recycling facilities be installed and maintained. This will protect birds, marine mammals, fish and other wildlife from such ingestion and entanglement hazards and will prevent fishing-related debris from accumulating along the Bay or entering the Pacific Ocean.

Feral cats are major predators for local birds and wildlife species. Golden Gate Audubon supports the Cats Indoors program and seeks to educate the public that if a pet can no longer be kept, it should be turned in to the San Francisco SPCA. Cats host and their feces is a vector for spreading a parasitic disease, including through waterborne contamination, which is fatal for some species of wildlife, including sea otters along the California coast.

Golden Gate Audubon recommends using the Bay Conservation & Development Corporation native plant palette. These plants historically grew along the waterfront and provide suitable foraging and nesting (&/or resting) areas for local birds and butterflies. These plants are also more drought-resistant and adaptable to local weather conditions. See <http://www.bcdc.ca.gov/pdf/planning/SPLG.pdf>

Thank you for this opportunity to comment on these plans. Please feel free to contact me to discuss any of these recommendations.

Best regards,



Cindy Margulis  
Executive Director

**PORT OF SAN FRANCISCO  
NORTHEAST WATERFRONT ADVISORY GROUP**

Minutes – August 13, 2014 Meeting

NEWAG Members in Attendance:

Alec Bash  
Jane Connors  
Bob Harrer  
Michael Gougherty  
Flicka McGurrin  
Stewart Morton  
Carol Parlette  
Jon Golinger

NEWAG Members Not in Attendance:

Arthur Chang  
Michael Franklin  
Wai Ching Kwan  
Cathy Merrill  
Marina Secchitano  
Joe Wyman

Audience in Attendance:

Norm Langill, Teatro Zinzanni  
Darius Anderson, Kenwood Investments  
Jay Wallace, Kenwood Investments  
Norma Guzman  
Annie Jamison, Teatro Zinzanni  
Bill Hannan, Golden Gateway residents  
Ernestine Weiss  
Andrew Wolfram, TEF  
Jason Arth  
Lee Radner, FOGG  
June Osterberg, BCNA  
Janice Li, SF Bicycle Coalition  
Jim Cunningham  
Geri Koeppel

Port Staff in Attendance:

Jonathan Stern  
Diane Oshima  
Mark Paez  
Tani Elliott  
Kaleen Juarez

**MINUTES – August 13, 2014 Meeting**

**1. CALL TO ORDER, ROLL CALL**

The meeting was called to order by Jonathan Stern. In Cathy Merrill's absence, the group elected for Jonathan to chair the meeting.

**2. Administrative** – Approval of Draft July 2, 2014 Minutes postponed to next meeting

**3. Project Updates**

**a. Seawall Lot 322-1 Working Group**

Update provided by Working Group members, Jon Golinger and Bob Harrer. MOHCD Working Group met last week. The project goals are still focused on affordable housing, but looking at opportunities for including affordable options for moderate income housing. There are challenges to this, like fewer subsidies available, but the hope is that this project could provide a model for middle income housing. A commitment was made to extend the RFP deadline beyond the original September 23 Port Commission.

**b. Cruise Terminal**

Cruise Terminal Grand Opening will be Sept. 25th. The park will be ready, but will likely have its own celebration later in the fall. There is a possibility for a

combined celebration.

Jon: From previous presentations, I understand the terminal won't usually be open to the public. Can the public have access on Opening Day?

Port: The intent is to have as much of it open as possible, but some will not be open for security reasons.

#### 4. Ferry Building North Arcade Retail Kiosk Proposal

Mark Paez, Port Preservation Planner

- The Ferry Building rehabilitation project contemplated retail use of the north arcade in a series of freestanding “news stand” type kiosks, but the kiosks were never built.
- The Port has received a proposal from EOP to build a series of semi-enclosed retail kiosk spaces within the North Arcade
- Because of the building's importance the Port recommended that the project sponsor outreach to stakeholders like the NEWAG for comment.
- The design being presented today is still conceptual and subject to further refinement.
- The Port felt strongly about the importance of maintaining the historic use of the arcade for pedestrian circulation and required the project sponsor to maintain a walkway 10 feet in width.
- The Port also wanted to ensure that the proposed retail use would not create conflicts with CUESA on market days

Jane Connors: About 4 years ago, we started a kiosk program with small 75-200 sf shops called “Incubator Shops.” Usually these tenants have never had a retail shop. We were able to grow Mariposa Bakery from incubator to a full nave spot and we have another vendor that will announce the same in a couple weeks. We have a waiting list of local businesses wanting to be in the Ferry Building and the arcade is an underutilized area. We see the potential to add more life here.

Andrew Wolfram, TDF Architects

Full presentation: <http://www.sf-port.org/modules/showdocument.aspx?documentid=8554>

- Historically, the north arcade was used for ticketing. During the renovation, there were concepts for free-standing kiosks that were approved but not built. Currently some of the north arcade is used for storage for CUESA, but mostly it is a blank spot/deadzone.
- Proposal:
  - Maintain 10' walkway in front
  - Pair each retail kiosk with some open space and seating
  - Each kiosk will be modular structure that the tenant can customize for their needs
  - Kiosk offers lots of visibility into the space
  - Contemporary character – we are not trying to mimic the historic character, but make the kiosks like furniture that works well with the historic Ferry Building

Carol: It always seems sort of dark and cold. Will there be heating and lighting?

Andrew: Yes, there will be additional lighting and radiant heating

Flicka: Will there be stovetop elements?

Andrew: No food prep cooking, but we will have plumbing and electric.

Michael: Will the storage space that is currently in the arcade be relocated?

Andrew: It will be taken out. Cuesa is mostly using the south arcade for storage not north.

Stewart: What colors will be used?

Andrew: The idea is to give the tenants opportunities to brand on the front panel and back wall within the kiosk. But the rest will be a common color used among all the kiosks.

Alec: I always wondered why this didn't happen before. I assume it was to make sure the interior was successful first. It's good to hear about the success of the incubators, because it's important to support local businesses. It gives me great pleasure to see that EOP and Jane are going forward with this. As for the modern with historic, I defer to our historic preservation experts, but in terms of land use, I'm all for it.

Jon: Can you describe what public access is reduced compared to what is there now?

Andrew: The arcade is not part of the public access that is required for the Ferry Building, so theoretically it could be completely closed off with gates. It is a 25' wide space right now and the existing structure takes about 12'. When Farmer's Market is there, a circulation aisle will still be reserved. The existing gates will be closed and some additional gates will be added. The kiosks on the ends will always be open to help activate the corners.

Jon: One piece of feedback is to have it be more open rather than less.

Carol: Is it going to be all food oriented? Could there be a flower shop?

Jane: It could be non-food tenants like a flower shop or continuing the bike rentals.

Ernestine: What will be the hours?

Jane: Gates are required to go up at 6am. In our leases, minimum business hours are 9am – 6pm. They are allowed to open sooner. As our leases roll over, we're requiring them to stay open until 7pm.

Michael: On market days, how will circulation work?

Jane/ Andrew: We have drawings of the kiosks on market days and don't anticipate problems.

Mark Paez: Next steps are further outreach. The Port would like the project sponsor to meet with architectural heritage and then interface with City Planning. Then there will be an EIR and we'll see if it meets Secretary of the Interior Standards for historic buildings – it may be exempt but we won't know until we go through the EIR. Lastly, the Port would issue a building permit.

Carol: I think it's great!

## **5. Waterfront Land Use Plan Review**

Diane Oshima, Port Planning & Development Division

Online here: <http://www.sfport.com/index.aspx?page=2491>

Staff report: <http://www.sfport.com/modules/showdocument.aspx?documentid=8470>

Full August 12, 2014 Port Commission presentation: <http://www.sfport.com/index.aspx?page=2367>

The Waterfront Land Use Plan is the Port's master plan. It was put into place in 1997 in response to Proposition H. We are required to review the Plan every 5 years. The last review was 2008. We began the review last year, but realized a comprehensive review of the entire 17 years of the plan would be more helpful than just a 5 year snapshot. The report is a draft for public review and comment and the Port Commission presentation yesterday was intended to

kick off a process for public review which will go until September 30 [now extended to Nov. 30]. In each section, we look at the policy intent, what has happened and what we have learned. We tried to give a candid overview looking at both successes and projects that didn't make it. Our hope is that the report helps you assess for yourself if we're on track or not. We do have specific staff recommendations. Should I go through them?

Ernestine: Can you do a quick rundown?

Jon: If not now, at the next meeting.

Port: Because each advisory group is at different stages, we are hoping to hear from you how you would like to engage with this review. The Northeast Waterfront and Ferry Building subareas are each covered in Chapter 3. There is a discussion of Development and Unique Opportunities in Chapter 4. One of the recommendations is to set up a process for unique opportunities.

Flicka: How does the old plan fit into the new plan?

Port: This is a review of the existing plan, not a new plan. In the review, we excerpted key information like the objectives and acceptable use tables from the Waterfront Land Use Plan.

Alec: We can all start reviewing this online now, and I think it's a good idea to go through it in detail at a future NEWAG meeting.

Port: After the review is finalized, this is not the end of the conversation, this is the beginning. For each subarea, we have identified open issues. For South Beach and for the Northeast Waterfront, we have acknowledged past controversy around development. We hope this review becomes a foundation for public conversation going forward.

Carol: Can we get a condensed version? Just the Northeast Waterfront?

Port: For the advisory groups, while you are experts in your particular area, we do think it's important to see the subarea within the context of the whole Port. But, the review does cover each subarea in depth in Chapter 3.

Jon: Thank you, Diane, for your hard work. I attended the Port Commission presentation yesterday and I was the only member of the public who spoke besides a thank you comment and a technical comment. I think the main theme is fantastic, that for the first time since it was created, the Port is taking a full comprehensive review. The 2008 review was really short. I am hopeful, and I think Commissioner Woo Ho was encouraging this too, that we will have extensive community engagement. We have a great opportunity with two ballot initiatives coming up and the high visibility of the waterfront right now to do much more extensive outreach. I suggested town hall style meetings throughout the city, maybe at the library or city hall and in each supervisor district. For the NEWAG, we should go through every lot and pier. For example, Pier 27, 29 and 31 in the Land Use Plan was going to be a mixed use recreation project, and Mills arguably was, but now has become something very different—should the Plan be amended to take out the recreation aspect? Or should we figure out how recreation is going to be included in what is happening now? I'm hopeful that this review can become a 6 month, not 6 week, process.

Port: We recognize the opportunity for broader outreach. The finalization of this report does not close out further discussion. This is a draft assessment with starting ideas, and we're asking for comments about what areas we should work on further.

Jon: Prop H requires this to be done and I think this an attempt to comply with that in full. I want to read one sentence from the ballot measure: “The Waterfront Land Use Plan shall be reviewed by the agency which prepared it or by such other agency designated by the Board of Supervisors at a minimum of every 5 years with a view toward making any necessary amendments consistent with this initiative.” My read of that is that you would propose amendments. Maybe you’re saying it’s a two part process. The only amendments I know of have been done piecemeal to make sure projects are compliant. I think the intent is to do it in a comprehensive way.

Port: It is a two-step process. This first part is educational. In order to understand where to go from here, we have to understand what has happened up to now. We are setting a foundation for further conversation.

Alec: I have also been thinking about outreach and possible citywide townhall meetings. The John King article was helpful for education. It’s great to see how serious the Port is taking climate change. So, I’m thinking about other outreach that could be done—maybe social media and citywide meetings. How can we get the word out? We would all like people to know what is real and not real about the Port.

Port: There are two big issues going forward. There are specific property by property issues. And then there is the issue raised by Comm. Woo Ho asking about whether the big vision has been achieved, and if so, what is the next big vision?

Ernestine: Can you keep one at the front desk for the public? Can you condense the issues to a smaller document?

Port: We’ll make copies available at the front desk. Also, Chapter 1 gives a 50 page overview and the staff report is only 5 pages.

Lee: You weren’t specific with Seawall Lot 351. Can you expand on that?

Port: It is still part of the 8 Washington project in an Exclusive Negotiation Agreement with Pacific Waterfront Partners. In the report, we discuss the process so far, but we don’t make specific recommendations because the ENA is still in place.

Lee: Is there an end date?

Port: As part of the approvals in 2012, there was a 4-year force majeure extension, so in August 2012 there was a lawsuit filed, so it would be that plus 4 years.

Janice: I’m super excited about this document. It sounds like there is a big conversation around public process. What feedback would be useful for the Port?

Port: The report discusses public process especially related to development projects. The Plan originally contemplated that most projects would occur through a competitive bid process, but we have also seen unique opportunities arise. In the review, we recommend creating a process for these unique opportunities. We also talk about the years of master planning for Pier 70 and SWL 337. The port does lots of public outreach that is not covered in the report too. As far as feedback goes, it’s all fair game.

Jon: I’d like to make a request that all comments become public. This would be similar to the EIR process. I would like to read the comments.

Port: We are collecting comments online. This isn’t an EIR, so we won’t respond to each comment individually. But we have done this before for Seawall Lot 337 and Pier 70 where we summarized all public comments at the end of reports.

Ernestine: Have guidelines for setbacks and height limits been set?

Port: There are existing height limits and setbacks through zoning.

Ernestine: They didn't have it at 8 Washington. They were going to build right up to the sidewalk. The guidelines have to be changed.

## **6. Teatro Zinzanni/ Seawall Lot 324**

Norm Langill, Teatro Zinzanni

We began at Piers 27/29 in 2000 and did 3,000 shows. We moved when the Cruise Terminal project came in. We began planning for Seawall Lot 324 and started the public process. We got great comments from the community. People want something beautiful that will reflect the design of this area and we tried to come up with a design that everyone would like, but it is difficult to make the project work on a temporary, 10-year lease. What resonated with us from the community visioning was a performing arts center with retail/café and possibly a hotel capped at 40 feet and a city park. I'm a theater director not a major developer, so I turned to Darius Anderson and the Kenwood team to help. We see an opportunity to make this possible on a longer 66-year lease.

We are committed to San Francisco and want to come back. That site is the original site of the Clarks Point Wharf. It was the city gate to SF. It was also the center of Sydney Town and near the Barbary Coast. We feel like we are the grandson (or granddaughter) of the theater tradition in San Francisco. We have put together a proforma and talked to the Port about restarting the public process here at NEWAG. We are continuing to work on our proposal and plan to present to the Port Commission next month. After that, we would like to come back to NEWAG and other community groups to get feedback on our proposal.

Bob: Where are you with the Port in the discussions? And what commitment or reception have you gotten?

Norm: We've been talking to the Port all along and they are interested. But we really had to change the concept, because the 10-year proposal didn't work. Looking back at the history of this site, the hotel idea has been around for a long time. We certainly heard with 8 Washington and Prop B, that 40 feet is the max. The hotel is important to us for artist studios. The Port has asked us to put together a proposal, bring it to the Commission, then come back to NEWAG.

Bob: It's intriguing.

Carol: So on that one lot, you would have a park, hotel, and tent?

Norm: Yes, the idea is to have a glass wall around tent with a sneak peek backstage. You wouldn't be able to see the show, but you would get a glimpse backstage.

Jane: I was sad to see when Teatro Zinzanni moved. It lent vibrancy in the evenings during a time when the waterfront needs it. It made me feel safe walking at night. I also appreciate that you employ so many artists—that's one thing SF is in danger of losing. Also many of our farmers appreciated that your chefs would shop here [Ferry Building]. It's an important part of our community.

Alec: I suppose the major change the Port has to think about is you going from a 10-year lease to a long term lease, which would be put it into the category of unique opportunities. Also that means you would need to address sea level rise.

Jon: I'm glad to see you haven't given up on SF because SF hasn't given up on you. Having the Embarcadero alive at night is important. Adding a hotel would change the dialogue. Since this

falls into the category of unique opportunities, I want to make sure whatever comes out of Port Commission is not misinterpreted as a rubber stamp or a done deal. Neighboring residents and tenants and the Exploratorium will all need to be part of the conversation.

Norm: Right, it won't be a done deal, but that's why we are here today, to tell you the big idea.

Audience: Why 66 years?

Port: Under State Law, that's the max lease term.

Audience: The structure would still be a tent structure, but with more permanent glass?

Port: Exhaust and saltwater is corrosive to the tents. We went through tents in 4 years that were meant to last 20 years. So, we thought an enclosure could help that and help with sound and the idea of transparency is fun.

Flicka: We've all talked about Teatro and we loved it and it added a lot to our community. I think it's unfortunate that it's been hard for them to come back. I would hope to neutralize this tone because they add a lot to the lore of SF and it would be a shame if they left.

Audience: I wish you all the luck in the world. We want to see you back in the community, especially there on Broadway.

Norm: We heard that it would help enliven the turn from the Embarcadero to Broadway. It could serve as a gateway on Broadway up to North Beach and Chinatown.

## 7. Pier 29 Tenanting

Jonathan Stern, Assistant Deputy Director, Waterfront Development Projects,  
Port of San Francisco

Full presentation here: <http://www.sfport.com/modules/showdocument.aspx?documentid=8553>

Outline:

- Retail lease concepts for the Pier 29 bulkhead will not try to mimic anything that already exists on the waterfront
- Studied worldwide precedents for transportation hubs, cultural centers, market halls, design/ makers showcases
- Concepts include: "SF Pours" for coffee roasting, "Made in San Francisco," design/makers showcase, flagship stores, 3D printing
  - o Not specific proposals, but possible concepts
- Proposing to move forward with Area 1 right now, retail in the bulkhead only
- For context, we are thinking about the rest of the shed:
  - o Area 2 – shops and cruise services
  - o Area 3 – an unimproved area for back of house
  - o Area 4 – public access with temporary uses like pop-ups and events to activate the space
- Port Commission would like to see an RFP by end of year. During that time, more public outreach. We have presented at Fisherman's Wharf Advisory Group.

Stewart: Are there BCDC restrictions on the tenants?

Port: No restrictions on tenants just the required public access in Area 4. They would look at every permit for the maximum feasible public access.

Jane: From our experience at the Ferry Building, many of our visitors are locals from the nine Bay Area counties, so that means driving and parking. I caution around delivery impacts,

especially with bike lanes. Also need to consider the impacts to surrounding businesses (Ferry Building, Pier 39, other restaurants). Suggest you diversify the economic drivers. For us, our office tenants provide 600-800 on-site visitors during the day. The Port should consider the capital costs to staff a property of this size.

Port: We will address these types of issues in our business plan when we come back to the Commission.

Carol: Would the Port be the landlord?

Port: We are only seeking a tenant for the bulkhead right now and our preference is to have a master tenant at the bulkhead. Since it's a commercial use, it is subject to the RFP process.

Jane: It's a smart strategy to activate one part and see what works.

Jon: You went through 6 concepts. The first 3 were very different from the last 3—the wine, coffee and maker concepts versus the Google, Tesla, and tech concepts. Are each of these equally viable?

Port: When we went to the Commission and NEWAG in July, we talked generally about a concept that would be unique to San Francisco. Then our consultant translated that policy direction into these ideas. Any one of these ideas could be the primary tenant for the bulkhead. We are looking for public comment on these ideas and the Port Commission will guide us.

Jon: This opportunity is valuable because it doesn't cost much, the substructure is in good condition. The lens should be a) the Waterfront Land Use Plan, b) could it be maritime? C) could it have a mix of uses? Food, arts and wine seem to feel like this place but the other ideas seem bizarre. Making this a tech center, although it's in the zeitgeist, would be strange.

Jon: This is no longer 27, 29 and 31.

Port: Even though Pier 29 & 31 are physically connected, from a functional perspective they face different directions. Pier 29 is oriented south and is like a bookend to the Cruise Terminal.

Stewart: What about the little building?

Port: For the Beltline Building, we are looking at restrooms. It's less than 1,000 sf so maybe a café which could serve as a steward.

Andrew: Condition of the pier substructure seismic? And the shed itself?

Port: After Loma Prieta, there were FEMA upgrades. Some piles need repair under the shed and bulkhead but most are okay. The shed may need additional bracing.

June: I disagree about your comment that technology works very well here. It doesn't. Long term residents are having to leave.

Port: We are not thinking of tech office space, but rather showcase space and makers.

Stewart: Have you received interest?

Port: Yes, from commercial brokers, waterfront commercial stakeholders, excursion boats, variants on the arts, technology.

Stewart: Of all the cities with cruise terminals, we have few days per year for cruise calls, so it's important to activate this site in other ways.

## **8. NEXT ADVISORY GROUP MEETING**

Jonathan will coordinate an alternate date in September. Meeting adjourned 7:29.

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*Jonathan Stern  
Port of San Francisco*

**PORT OF SAN FRANCISCO  
NORTHEAST WATERFRONT ADVISORY GROUP**

FINAL Minutes – September 15, 2014 Meeting

NEWAG Members in Attendance:

Alec Bash  
Arthur Chang  
Flicka McGurrin  
Stewart Morton  
Carol Parlette  
Jon Golinger  
Michael Gougherty

NEWAG Members Not in Attendance:

Jane Connors  
Michael Franklin  
Wai Ching Kwan  
Cathy Merrill  
Marina Secchitano  
Joe Wyman

Audience in Attendance:

Geri Koeppel, Barbary Coast News  
Natalie Jones, GGTA & FOGG  
Lee Radner, FOGG  
Paul Liao  
Karen Liao  
Reid Boggiano, State Lands Commission  
Bill Hannan, GGTA  
Ernestine Weiss  
Marvin Kasoff, RenewSF  
June Osterberg, BCNA  
Irene Glassgold, GGTA  
Al Glassgold, BCNA  
Fred Allardyce, Open Space for Waterfront  
P. Switzer  
Janice Li, SF Bicycle Coalition  
Nan Roth, Telegraph Hill Dwellers  
Walid Mando, Telegraph Hill Dwellers  
Jay Wallace, Kenwood Investments

Port Staff in Attendance:

Jonathan Stern  
Diane Oshima  
Brad Benson  
Byron Rhett  
Tani Elliott

**MINUTES – September 15, 2014 Meeting**

**1. CALL TO ORDER**

**2. Administrative**

**3. Project Updates**

- a. **Teatro ZinZanni** Update by Jonathan Stern  
Teatro is going to the Port Commission, tentatively scheduled for October 14<sup>th</sup>, to present their sole source waiver request to the Board of Supervisors.

**Jon Gollinger:** The hotel is a new part of this project. Raised questions about process for sole source.

**Fred Allardyce:** Stunned that this valuable site would be given on a sole source basis. Worried Teatro Zinzanni has no development experience.

**Flicka McGurrin:** Building a hotel doesn't seem to fit. What about putting Teatro in Pier 29?

**AI:** Would like to see more about this project. New Port projects need to think about the transportation needed to serve the project.

**Jay Wallace,** Kenwood Investments, spoke to address sole-source process and transportation. Provided background of Kenwood's involvement with the project and other project experience. Kenwood is a small, local firm with experience doing public private partnerships. Kenwood has worked on Treasure Island, was owner of Aquarium of the Bay before transferring it to the Bay Institute. Currently building a hotel in Sonoma County. Kenwood assisted Teatro 14 years ago when first locating in SF and again when Teatro left to vacate site for Cruise Terminal. In order to make the project work, Teatro is seeking a longer term lease.

Regarding process for the project, CEQA will include a traffic analysis. For community outreach, the team will come to NEWAG as frequently as NEWAG would like. For Treasure Island, Kenwood worked closely with the community group. Seawall Lot 324 site is a well-defined site with a well-defined height limit. So the public conversation will focus on what is historically appropriate on that site.

Next steps, go to Port Commission as soon as October. The goal of the presentation is not to seek project approval, but to share the concept and define the project.

**Port:** Port has been working closely with MTA on waterfront transportation issues focused on the Central and Southern waterfront but extending to Fisherman's Wharf. Port staff has asked Teatro to go to Port Commission first so they don't spend time and money before the concept gets a nod.

**Jay:** We hope to share plans and get your comments, so there are no surprises. We want to earn NEWAG's recommendation. Every plan that's looked at this site contemplates a hotel as a possibility including the Waterfront Land Use plan and the Asian Neighborhood Design.

**Jon:** AND does not contemplate this site as a hotel.

**Jay:** It's one of the sites considered as a hotel by the AND study.

**Jon:** Requested that Teatro return to NEWAG before going to Board of Supervisors for sole source.

**Alec:** It's a shame that we can't have the same presentation as last meeting [for the public that missed that meeting]. The support was very positive. I encourage everyone to go to the Port Commission meeting to find out what the project is. For context, in the September NEWAG minutes, there was a lot of positive feedback.

**Audience:** Will other hotel developers, get a chance to bid?

**Port:** Based on Board policy our default is a competitive bid process, but sometimes projects are sole source. When that happens, the Board of Supervisors approves the sole source first.

**Jon:** The hope is that the process for doing sole source projects will be dealt with in the Waterfront Land Use Plan Review process. But since this project is here now, we have to address it now.

**Audience (Natalie):** I went to the presentation on sea level rise last Tuesday [at the Port Commission meeting]. It's important that we consider sea level rise for this project.

- b. Cruise Terminal Grand Opening, September 25<sup>th</sup>, Mayor's ribbon cutting ceremony.** Two cruise ships will come prior to the grand opening.

**Flicka:** Concerned about security around the park.

**Audience:** Concerned about the brightness of the neon sign. Do not want to see it used for advertising and should only be on during business hours. Also the building itself is lit up 24 hours a day.

- c. Seawall Lot 322-1 Working Group**

Meeting this Thursday, September 18<sup>th</sup>, 6:30 here. John Stewart Company will provide information about project financing including moderate income housing.

**Audience:** There is a height limit on that site of 60-something. But there is a general principle that buildings should fit into their surrounding context. The building at Battery and Broadway does this. And the new project also steps down one or two stories as it approaches the waterfront. In addition to having a garage, one can't put more than 3-stories there.

#### **4. Review of the Waterfront Land Use Plan**

**Diane Oshima**, Port of San Francisco Waterfront Planning

Full presentation here:

Outline:

- Goals of the Waterfront Land Use Plan:
  - Reunite SF with its waterfront.
  - Balance diverse uses including maritime, public trust, open space, economic investment to revitalize piers
- Northeast Waterfront Subarea spans from Pier 35 to Pier 7
- Timeline of changes since the plan
- Broadway Hotel as an example of a project that did not get built
  - Lessons – duration where projects end up taking a lot of time, difficult to build consensus, complexities, expensive (Capital Plan didn't exist), politics and regulatory hurdles

- Need for revenue and upcoming challenges - seismic stability of seawall, sea level rise, parking need on inland side
- Projects underway
  - Re-tenant vacant piers (post-America's Cup), 322-1 and 324
- Land Uses
  - Invite people to weigh in on sites without a subscribed use including Piers 31, 29 (shed), 23,19, SWL 314 (parking lot across from Pier 35), SWL 321 (across from Pier 17)
  - Integrate this conversation with public realm opportunities
- Preliminary Recommendations
  - Subarea planning for Northeast Waterfront and South Beach
  - BCDC, State Lands and Planning Department should be invited to balance state and local interests
  - Projects underway should continue

**Jon:** Can you touch on the two projects that didn't go through?

**Port:** Refer to Section 4 of the WLUP Review. Both projects came through the competitive bid process. Broadway Hotel site was on Seawall 322-1 and 324 with a connector along Vallejo. It was a difficult shape site to make it work. There were concerns about historic character, height and scale. The pedestrian bridge was difficult. The developer was not prepared for the complexity and the project was politically unpopular. The Mills project at Pier 27-29 was a mixed-use development. There was a competition between Chelsea Piers and Mills with YMCA. There was popular support for the Chelsea Piers, but Mills was selected instead. The proposal was outside the box and would have generated interesting recreation uses. There was suspicion about the selection process and concern about the eventual land use. Some were worried it would become a mall. From a public trust perspective, the project needed more water-oriented recreation, but people actually wanted basketball, bowling, etc. Pier 29 couldn't be recreation inside because of the column spacing.

**Flicka:** In a planning effort like this, the parking situation should be addressed in a more realistic way. All the parking meters go until midnight, so running a nightclub business is difficult. Change the metered time to 8pm.

**Alec:** Report looks great with all the photos and provides a comprehensive look at the Port. For NE Waterfront, Port staff recommends a sub-area planning effort if stakeholders are open to it. And recommends we consider setting aside our differences to move forward with planning. I was part of Port staff back then and when we were considering the Broadway Hotel and the Mills project, there was a political disconnect.

**Stewart:** In the report, you are proposing max leases of 35 years, but to obtain historic tax credits, you need a 39-year lease to be eligible.

**Port:** Open to that. The bigger issue is that 66-year leases are not defensible given the uncertainty around sea level rise.

**Jon:** Advocated for wider distribution of the report. On the land use map, the yellow hatch is labeled "potential development site," but in the plan, those sites could also be public access, open space or maritime.

**Port:** Agree. We tried to keep the label as simple as possible. Unless there's a public source of money, it's difficult to do open space, but any development or leasing project would have a public access component.

**Jon:** Even though Pier 27 is now a Cruise Terminal, Piers 29 and 31 could be recreational use. What we heard was State Lands vetoed using pier sheds for recreation that is not water oriented. The Port has gone to the legislature before to overrule other things. Can't we do that here? As an example of well-used waterfront recreation there is the Brooklyn Bridge Park in New York. In my 15 years of involvement with the Port, it seems State Lands has been urging the Port toward commercial uses and away from public trust

**Port:** State Lands has been involved at a high level. We recognize they typically enter the process too late, so we are trying to get them involved sooner. Piers 29 and 31 have a lot of columns inside that makes it difficult to program recreation.

**Jon:** My perspective that what the Port calls "project failures." help build better projects. The Mills project was never built, but because the community opposed and defeated it, we now have a Cruise Terminal.

**Audience:** Initially, I felt the Grand Jury Report was unfair. But the Mills project, the condos for rich people, Larry Ellison, and then the Warriors -- I think something is wrong. I would like to see the Port focus on public trust uses first not being a real estate company.

**Fred Allerdyce.** For Mills, there were concerns about the selection process. For the hotel, the neighborhood liked the original proposal. Then they proposed something very high, because the zoning was 80'.

**Audience:** I would like to discuss the marine uses. I was told the Princess Cruise Line will give a rock concert. We're not going to appreciate that. There should be restrictions on what happens onboard the ships. They'll blast the sound throughout the neighborhood.

**Audience:** 1) I understand we're taking a look at what went wrong. Is there an opportunity to look at other waterfronts to see what went right? People at universities could help. 2) I heard from a group of public officials that we are #2 in traffic congestion across the US. I'm wondering what consideration has gone into the land uses impact on traffic congestion.

**Nan:** 1) I want to emphasize the need to consider traffic congestion. 2) With Mills and the hotel, I think the Mayor had a lot of responsibility. 3) Sea level rise – even a 35 year or 40 year lease doesn't sound like enough. Global warming is a new thing not addressed by the Waterfront Land Use Plan. We need to consult professional opinions about sea level rise.

**Wells:** I commend the Port for trying to find their way through City Hall and local politics. The reality is that in order to build and improve anything, we need to find money. I read through the whole report and it's interesting because the different sections along the Port have different needs and the Port is trying to cope with the complexity. They are trying to balance many needs. Let's work with the Port.

**Audience:** I have also visited Brooklyn Bridge Park and would like to see something like that here.

**State Lands representative:** The determination was that recreation uses are local-serving not state-serving.

**Jon:** That needs to be revisited. Recreation is a use that enlivens the waterfront. SF is so dense and this part of the city doesn't have enough rec space.

**Port:** The idea of inviting State Lands and BCDC to participate early in planning efforts would allow us to discuss this.

**Audience:** If NY and Brooklyn can do it, we can do it too. I saw the park heavily used.

**Port:** In the Waterfront Land Use Plan Review, we made a broad brush recommendation for a planning effort in the Northeast Waterfront. I'd like to ask that NEWAG think about what a planning effort could look like.

**Jon:** The review doesn't update the plan, but we could form a process. Maybe the Port could guide us.

**Port:** Welcome additional comments through November 30<sup>th</sup>.

## 5. PIER 29 RE-TENANTING

**Jonathan Stern**

Port is asking for help from NEWAG on public outreach:

- 1) If any of the groups you represent would like a presentation about the concept, Port staff will come to your meetings.
- 2) Similar to SWL 321-1, we are looking at forming a NEWAG working group. Volunteers, please talk to me.

Jon: Suggest a public outreach meeting in that area.

## 6. NEW BUSINESS

- 1) (**Jon**) Civil Grand Jury Report – could they come here and present?

**Port:** Commission will hear this item at an upcoming hearing. Civil Grand Jury will attend.

- 2) (**Jon**) Request an update on 8 Washington.

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*Jonathan Stern*  
*Port of San Francisco*

**PORT OF SAN FRANCISCO  
NORTHEAST WATERFRONT ADVISORY GROUP**

DRAFT Minutes – October 1, 2014 Meeting

NEWAG Members in Attendance:

Alec Bash  
Arthur Chang  
Flicka McGurrin  
Cathy Merrill  
Stewart Morton  
Carol Parlette  
Jon Golinger  
Michael Gougherty  
Jim Cunningham (sitting in for Diana Taylor)

NEWAG Members Not in Attendance:

Jane Connors  
Michael Franklin  
Wai Ching Kwan  
Marina Secchitano  
Joe Wyman

Audience in Attendance:

Diane Kretschmer, 101 Lombard  
Angela Hobson, Pacific Waterfront  
Partners  
Bill Hannan, GGTA  
June Osterberg, BCNA  
Fred Allardyce, Open Space for Waterfront  
Paul Liao  
Karen Liao  
Lee Radner, FOGG  
Pat Helland  
Lisa Helland  
Bob Iversen  
Marsha Turnbull  
Irene Glassgold  
Al Glassgold  
Paul Nixon

Port Staff in Attendance:

Jonathan Stern  
Diane Oshima  
Brad Benson  
Byron Rhett  
Ricky Tijani  
Tani Elliott

**MINUTES – October 1, 2014 Meeting**

**1. CALL TO ORDER**

**2. Administrative**

Alec Bash moved approval of the September 15, 2014 NEWAG minutes (no objections or comments).

Jonathan Stern indicated the Port was preparing membership update for NEWAG.

**3. Project Updates**

- a. **Teatro ZinZanni** Update by Jonathan Stern  
Targeting October 14<sup>th</sup> to present to the Port Commission
- b. **Seawall Lot 322-1**
  - John Stewart Company presented on September 18<sup>th</sup> – provided information about project financing including moderate income housing

- October 7 – upcoming presentation by Whitney Jones, Chinatown Community Development Center (Broadway Family Housing)
- Timeline: goal is to present to Port Commission before end of year.

#### **4. Pier 29 Tenanting** **Jonathan Stern filling in for Mark Lozovoy**

Summary: Presentation on the competitive solicitation for a tenant in the bulkhead building only. Port staff has developed a concept for the entire pier shed to provide context. Next steps—seeking Port Commission approval to issue an RFP

Objectives:

1. Provide supporting services to cruise passengers and visitors to the Port
2. Activate and enliven the waterfront
3. Bring the bulkhead building back into economic use
4. Provide a significant and on-going revenue stream to the Port

Potential uses:

1. Food– coffee roasting, wine
2. “Made in SF” design/makers showcase – art focus, 3D printing, tech uses
3. Technology flagship stores

Selection criteria:

1. Experience, qualification, financial capability
2. Proposed development design and retail program
3. Proposed financial terms

Public outreach: NEWAG, FWAG, commercial stakeholders, Fisherman’s Wharf CBD, Embarcadero Business Groups, Local neighborhood groups (BCNA, THD, SoTel, others?)

Public feedback to date: year round, attractive to locals (as well as visitors); showcase historic nature of the building; makers/arts focus resonates; tech showcase may work but tech/office uses would not

Next steps:

- Continue public outreach
- Form working group to refine goals, objectives and selection criteria
- Continue searching for ways to find local businesses to express interest in this retail opportunity
- Goal to go Port Commission by end of year to seek authorization to issue RFP

**Comments:**

Jon Gollinger: Volunteered for working group, invited Port to present to Telegraph Hill Neighborhood Assoc. Concerned that this site is no longer being considered for recreation. In addition to the grid of acceptable uses in the Waterfront Land Use Plan (WLUP), the text calls for recreation.

Port: The WLUP has a chart that functions like a menu of acceptable uses. Mixed-use recreation is on that menu. Pier 27 is now the cruise terminal and 27/29 is not a development project anymore. We want to hear these comments, if recreation is

something you would like to revisit. Some of the challenges for doing recreation here include—after the plan was passed, State Lands ruled recreation is not a trust consistent use. We've also heard from the maritime community the importance of maritime uses here especially because the north apron has access to relatively calm water.

Flicka: The new park has attracted bike jumping and skateboard. Is there a way to allow/formalize these activities somewhere?

Alec: The shed is difficult to program with recreation, but outside can be passive recreation (throw a ball, informal bocce ball) or rent out the space. For inside the shed, pool tables or ping pong tables could work.

Audience, Bob Iverson: The use of the words “activate and enliven” is meaningless – that would fit any use. It sounds like this could become a mall. I agree with the maritime community, we should be looking for maritime uses.

Fred Allerdycy: 1) Would like to see this much thought go into SWL 322-1 and Teatro Zinzanni 2) I attended all of the meetings for Mills and Chelsea Piers and that project was going to cover all of 27, 29, 31. All this planning has nothing to do with the residents. A mall is not appropriate. This is San Francisco and people live here. It needs to be designed for the people who live here.

Pat Helland, Golden Gateway: This looks boring, I would visit this place once and then there's no reason to come back. I came from Seattle and as residents, we would visit Pike market often. It has a mix of uses. It's cool, eclectic, local, and special. Pike has all kinds of food and flowers and fish throwing. You're suggesting wine and coffee and that's it? Or Google and Tesla, why would I want to go there as a resident? These ideas are sterile.

Cathy Merrill, Chair: This is a starting point, we are looking for ideas.

Pat: I like the “San Francisco flavor” idea. Really cool stuff will draw people in.

Al Glasgow: What is the condition of the piers?

Port: The substructure is in good condition. It is physically connected to the Cruise Terminal substructure and both are seismically sound. After the fire, the building is in very good condition. That's why this facility has high financial objectives.

Paul Liao: I'm excited about maritime uses. Small boat owners could use a place to store and maintain boats.

Cathy: Suggested an example in Rhode Island.

Diane Krutchberg: What about the tip and the public access?

Port: Under our BCDC permit, the tip is designated public access including Area 4. Early programming would be temporary to allow us to see what works there.

Diane: Suggested a Chicago example, Eataly. Combines a destination related to food and also would be of interest to locals. Could have neighborhoods of SF represented – North Beach, Chinatown, breweries/wineries and art for SOMA.

Alec: You could call it Streets of San Francisco and screen the movie.

Paul Nixon: What is planned for the basin between 29/3. Is Pier 31 in good condition?

Port: No further planning has been done for the basin beyond what is in the WLUP. Pier 31 is not seismically sound. A \$6M revenue bond could bring the historic shed back into use.

Lisa Helland: Suggested a traveling chefs concept where chefs from all over the world could come.

Alec Bash: There was an example of this at One Market Plaza.

## 5. Review of the Waterfront Land Use Plan

**Diane Oshima**, Port of San Francisco Waterfront Planning

Full presentation here: <http://www.sfport.com/modules/showdocument.aspx?documentid=8764>

Outline:

- Goals of the Waterfront Land Use Plan (WLUP):
  - Reunite SF with its waterfront.
  - Balance diverse uses including maritime, public trust, open space, economic investment to revitalize piers
- Ferry Building Subarea spans from Pier 5 through Rincon Park
- Reviewed objectives from WLUP for this subarea and accomplishments timeline
- Projects underway
  - Seawall Lot 351- status: San Francisco Waterfront Partners considering options to reevaluate the proposed development
  - WETA Downtown Ferry Terminal Phase 2 – construction expected to begin mid 2015
  - Ferry Building Plaza – Port and BCDC joint planning process underway
- Next steps for WLUP Review:
  - Subarea planning in South Beach and NE waterfront subareas
  - Address Portwide issues not fully addressed in the original WLUP
  - Involve State Lands and BCDC in the process to balance local and state interests

### Comments on Seawall Lot 351:

Bill Bengavich expressed frustration with the project and distrust of the Port.

Pat: Requested clarification of the contract.

Port: The Port has an Exclusive Negotiating Agreement (ENA).

Fred: Regarding the designated land use for the site, does the Port have the right to offer the site for housing today?

Port: The State Lands Commission does not have CEQA clearance for the transfer of certain portions of the site. It is a matter that has been appealed in court. The project EIR is also under appeal. The issue is the form of CEQA that was used.

Nan McGuire: Clarified 4 year timeframe for the ENA.

Port: Once the lawsuit was filed in August 2012, there are clauses that extend the ENA.

Al Glasgow: I don't want to discuss the merit of the project. Seawall 351 brings up an issue about the role of the Port and the community. There is a difference between the inland lots and the waterfront lots. The community wants a general plan. Supervisor Chui has requested it. The Port Commission has given spot proposals instead. It's time to stop this type of conversation and have a general agreement about the seawall lots including the parking needs, open space, etc. There should be a unified concept for the west side of the Embarcadero. It feels like the people involved in this haven't spent time in our neighborhood.

Port: The Waterfront Plan addresses the seawall lots. The theme for those lots is a mix of uses. In this report, staff recommends the need for further planning.

Al: I'm familiar with the plan, but how will we execute it? I don't see a unified approach.

Lee Radner: Al has hit the nail on the head. We were involved with the AND (Asian Neighborhood Design) plan. [Read from the plan regarding proposed concept for waterfront bike and transit center with active uses such as a cafe and perhaps a small car-free hotel.]

Sue Hestor: We are missing the connection to the rest of the city. The AND study screamed that there is no connection to Chinatown and that part of the city. The Port inherited this problem when Redevelopment went away and Planning hadn't done planning for the area because it was in Redevelopment. The Port now has to do this planning. This won't be solved by the Port alone, but the Port needs to identify the problems. There is not one transit line that comes all the way to the Embarcadero through the NE waterfront, all the lines are truncated. The Grand Jury raised the issue of the lack of communication between MTA and the Port.

Jon: This project and this site brings up the need for integration between the Port and the rest of the city. I also think the Port is in a delicate legal situation with 8 Washington and they can't discuss much with us, although they should. I hope there's an exit strategy for this project. Specifically in the Review on page 85 and 229, both of those discussions only address heights. But there were 2 propositions on the ballot, B and C. Prop B was about the whole project and the voters said we don't want that project. I'd like to see that added.

Arthur: This use would not be permitted in the public trust. [Reads from WLUP]

Port: What enables the proposed project is a trust swap where certain public lands become private, and certain private lands become public.

Arthur: That has not happened yet?

Port: CEQA needs to be completed before the trust swap. To put it in context, these swaps have occurred before, for example at Delancey Street. This is not specific to this project.

Arthur: Is it state or local legislation?

Port: State lands commission votes on this. In this case, they did not have the appropriate CEQA clearance to do so yet.

#### Comments on WETA Downtown Ferry Terminal Phase 2:

Jon: What about Sinbad's?

Port: It has long been planned to be removed under the BCDC Special Area Plan. The building will be removed March of 2015 and pier will be removed at time of WETA project.

Comments on Ferry Building Plaza:

Port: Another project underway is the Ferry Building Plaza. The Port and BCDC is going through a joint planning process for additional public access areas.

Pat: What about the other restaurant?

Port: Ferry Plaza Limited Partners (FPLP) operator's lease. We are engaging with surrounding tenants in this process. There is discussion about refreshing the restaurant concept and integrating it into the space and waterfront better.

Paul: When I go to Sausalito on the weekend with my grandkids and our bikes, it's difficult to get through the crowds. If transportation is a goal, this should be planned in the plaza.

Comments on Review Process and Next Steps:

Port: Staff is recommending planning in the South Beach subarea and Northeast Waterfront subarea, but we haven't made a recommendation about how the process would go. We would like to hear from you.

Jon: In the past, the Port has tried to develop every site that has been designated as a potential development site. Are you saying the Port might scale this down and select only a few?

Port: We would seek to answer that through a public process – what should be considered a development site? What should the uses be? What should the public realm and transportation be to support it?

Fred: Expressed concern over Pier 27 operator and outdoor entertainment.

## 6. NEW BUSINESS

- 1) **(Jon)** Civil Grand Jury Report – request for their presentation
- 2) **(Jon)** The name “Cruise Terminal Park” sounds like the park is for cruise passengers. People are wondering if it's for the public. Suggest signage regarding public use of the park.

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*Jonathan Stern*  
*Port of San Francisco*

**CENTRAL WATERFRONT ADVISORY GROUP**  
**DRAFT MINUTES**

**September 17, 2014**

**Port of San Francisco, Pier 1**  
**The Embarcadero at Washington Street, San Francisco**  
**5:30 – 7:30 p.m. Pier 1 – Bayside Conference Room**

**Attendees:**

**Central Waterfront Advisory Group**

**Members:**

Paul Nixon, Bay Access  
Toby Levine, Mission Creek Resident  
Corinne Woods, Mission Creek  
Jasper Rubin, SFSU  
Howard Wong, Heritage/SPUR  
Kamala Subbarayan, UCSF Planning  
Ralph Wilson, Potrero Boosters  
Mike Buhler, SF Heritage

**Port Staff:**

Mark Paez, CWAG Coordinator  
Diane Oshima, Planning Manager  
Tani Elliott, Planning Intern  
Byron Rhett, Planning Director

**CWAG Members absent:**

Glen Ramisky, ILWU

**1. Announcement and Introductions**

Mark Paez announced that Assembly Bill 1999 for a State Rehabilitation Tax Credit program that parallels the Federal Tax Credit program is pending the Governor's signature. Mark distributed copies of the Port's support letter to CWAG members and provide information about how members could support the legislation.

Mark also announced that the October 15<sup>th</sup> CWAG meeting would feature the renewal of the BAE Ship Repair lease.

**2. Approval of Draft Minutes**

The CWAG unanimously approved the June 18<sup>th</sup> 2014 draft minutes without correction. However, the CWAG review of the minutes led to questions directed to Port staff about how they as a body could respond to important planning issues raised by the November ballot initiatives? Diane Oshima responded by stating that the City Attorney's Office has advised that the CWAG and Port staff are not allowed to discuss ballot initiatives but that CWAG members are free to discuss these matters as individuals when out in public and not convened as a advisory body to the Port.

**3. Waterfront Land Use Plan - 17 Year Review**

Diane Oshima, Assistant Director Waterfront Planning presented the highlights of the staff report prepared for the Port Commission on the 17 year review of the Waterfront Land Use Plan (WLUP). Diane explained that Waterfront Land Use Plan was adopted in 1997

pursuant to Proposition H. The proposition also requires review every five years. She stated that Port staff felt it was important to analyze the 17 year (1997-2014) life of the WLUP rather than just the past five year period to be able to assess the effectiveness and relevancy of the WLUP. Diane continued by presenting an overview of the project accomplishments and projects underway and focused on the South Beach/China Basin Subarea and part of the Southern Waterfront Subarea of the waterfront.

Staff recommendations going forward are both sub-area-specific and Portwide basis. Portwide recommendations include climate adaption, transportation, open space and vessel berthing. Staff recommends a subarea planning effort for South Beach. See more recommendations and map of area reviewed in handout linked below.

- Presentation: <http://www.sfport.com/Modules/ShowDocument.aspx?documentid=9071>
- Handout: <http://www.sfport.com/Modules/ShowDocument.aspx?documentid=9070>

CWAG members expressed the following comments and questions which are followed by Diane Oshima providing Port responses:

- There is a disconnect between the Port's subareas and its advisory groups. This is particularly important between the Ferry Building and the Ballpark, which was the purview of the former Rincon Point South Beach Citizen's Advisory Committee. The absence of an advisory group in this geographic area of the waterfront is of note especially with Piers 30-32 being such a hot topic.

**Response:** In the South Beach area, there was no advisory group. For public outreach, the Port would meet with the Rincon Point South Beach Citizen's Advisory Committee. Now, the South Beach/ Rincon Hill/ Mission Bay Neighborhood Association has a strong presence in the neighborhood. One of the recommendations in the WLUP Review Report is to re-engage in community planning in the South Beach Area. In addition to 30-32, there are historic Piers 26 and 28 that remain are in need of rehabilitation.

- One of the themes revealed in the analysis of the WLUP is that everybody wants more public outreach. There is a perception that this is a closed system and it difficult for the public to engage in very technical planning and entitlement processes. This was a point made by the Civil Grand Jury Report. The Port needs to do more to reach the public?

**Response:** Port staff is thinking about our outreach and is interested in your suggestions. What are good ways to communicate to a citywide audience, especially as Port projects are on citywide ballots now?

- At the Port Commission, Commissioner Woo Ho asked, "what's left to develop?" How is the Port studying this issue?

**Response:** Port staff has compiled a map of current and planned land uses, which shows only a small proportion of Port land is unsubscribed in its use.

- If we're interested in communicating citywide, one point would be to communicate waterfront recreation since that is a citywide draw.

- A lot has been done in terms of climate change as we all know from the Port Commission hearing last week. Something could be added to this report to let people know about that effort. The review should have a chapter on climate change.
- There is so much information out there but you have to dig into the staff reports and commission videos to be able to find it. More of the information should be on the surface.
- Regarding the sub-areas and advisory the committees, there were a lot of problems with communication around Piers 30-32. The Redevelopment Agency used to cover that area, but now it does not. A new Port advisory group for South Beach should be created.

**Response:** The Port's involvement with the South Beach/ Rincon Hill/ Mission Bay Neighborhood Association has been very constructive so far but the Port has yet to decide whether or not to create a new Port advisory committee

- Katy Lidell and Alice Rogers from the neighborhood association along with others on the eastern shoreline are working informally to put together a group representing the eastern neighborhoods spanning from Barbary Coast to India Basin. This group is meeting monthly with an initial focus on transportation.

**Response: Port staff** recognizes the potential for a sub-group of the neighborhood association to engage specifically with waterfront issues. We want to tap into existing groups without being duplicative.

- It's important that the graphics emphasize the continuity of the waterfront—the necklace of open spaces, the historic structures, the ribbon of greenways and transportation unified by water. Any drawing should emphasize the relationships and connections, not show it as a series of individual projects.
- For the review report, emphasize the big picture. This can be done at the start of each chapter—keep all the details in there, but put big picture up front. The Current and Planned Land Uses Map emphasizes the need for detailed area plans in some areas but that the overall plan is okay.
- Emphasize the word “Review” in the title to highlight that this is not a new plan but a review of the plan and explain what the big picture is and what we have to work with as a prelude to presenting any findings or recommendations.
- A comment about the basic organization of the report: Chapter 3 is by sub-area but Chapter 4 is by themes. Recommend adding cross-references.
- Regarding public outreach, from experience with Planning Department's Better Neighborhoods planning effort, it's difficult to get participation. The Planning Department keeps a list of active neighborhood organizations that could be used for outreach. Also, better use of the Port's website and the internet—this report should be on the front page of sfgov website.

- The CWAG is concerned about the implications of the blank piers on the map, the ones without a current or planned use [eg. Piers 26, 28, 30, 32]. This may mean we lease them until it is no longer feasible, which sets up an inevitable result of removal. The write-up on Piers 26-28 discusses how it differs from the original WLUP. It is unclear to me where are we looking at deviations from the plan.

One of the recommendations is to limit the lease period to 35 years. But the historic tax credit requires a minimum lease term of 39 years, this could make some infeasible projects feasible. Regarding sea level rise protection measures, what mechanisms are out there for historic piers? It would help if the CWAG understood what options are out there for the rehabilitation of the historic piers. The public perception may be that if all these structures will be underwater, why should we invest in them?

Port staff should consider another approach to the analysis that would identify the un-programmed piers as feasible sites with significant challenges on the map rather than closing the door on the issue and potential future opportunities.

- Regarding public outreach, web outreach works. Notify busy people of the website at places like the Farmer’s Market or storytime at the library. Some people may be best reached through social media like Twitter.
- Kayakers at Islais Creek are now connecting with the surfers at Ocean Beach, and Dragon Boaters. This synergy among human powered boaters and recreational enthusiasts are prime opportunities to reach a broader public in the WLUP review effort
- The word “review” doesn’t communicate what’s in here. Staff should consider a new “sexy” title to peak the public’s interest.

Diane Oshima thanked the CWAG and the public for their constructive comments and explained the next steps in the process. Diane stated that the Port would like to know if the public agrees with the assessment and staff recommendations. The Port is seeking comments until November 30<sup>th</sup> and will likely compile all comments into a revised draft document for transparency purposes.

#### **4. Pier 70 Project Updates**

##### **20<sup>th</sup> Street Historic Buildings**

Phil Williamson provided status report that read as follows: The Port and Orton Development, Inc. (“ODI”) anticipate signing a Lease Disposition and Development Agreement prior to the September 17<sup>th</sup> CWAG meeting and a signed Lease a week or two later. The Port is currently reviewing initial building permits for the first phase of work at Building 113/114. Under its existing Access Agreement with the Port, ODI has begun non-hazardous, non-historical site clean-up work and is looking forward to starting construction in earnest next month. If you have questions about this project, please contact the Port’s Project Manager Phil Williamson at 415-274-0453 or [phil.williamson@sfport.com](mailto:phil.williamson@sfport.com)

## **Crane Cove Park**

David Beaupre reported that since the last CWAG review of the project the Waterfront Design Advisory Committee (WDAC) approved the project design and that the project team is now working to finalize schematic design by the end of the year. This will be followed by detailed design drawings which would be put out for bids in Summer of 2015 and construction of Phase I of the park is anticipated in fall 2015. David explained that the project still needed to go through environmental review and to obtain building permits. He also said that the construction cost estimates are believed to be within the \$24.5 million budget and that the Port was hoping to deliver the 19<sup>th</sup> Street extension, all of Phase I of the park including the shoreline improvements. David concluded by stating that if there are costs constraints the Port may delay the delivery of Building 49 and the western portion of Building 109 to a later phase. CWAG asked about the disposition of 651 Illinois Street, The historic Kneass Boat Works Building and David explained that through a sole source contract the Port would be leasing the building to the Fireman's Union and that they were in doing their due diligence. David also stated that the Fireman's Union was proposing to include a community room in the building for use by the neighborhood.

## **Waterfront Site**

Jack Sylvan provided a status report that read as follows: As we're not able to attend this evening's CWAG meeting, I just wanted to drop a quick note to offer a brief update. In short, we've been working away full time on the Proposition F ballot measure campaign. There hasn't been any work on or changes to the project plan that we shared with you a couple months back. We will plan to be back in front of you in either November or December with an updated timeline and design/planning process. As always, please feel free to reach out to us directly at any time.

## **5. Adjourn**



**DRAFT MINUTES**  
 For the  
**Southern Waterfront Advisory Committee**  
**SWAC**

**DRAFT MEETING MINUTES**  
 for  
 September 24, 2014

**SWAC Members in Attendance:** Karen Pierce, Mike Bishop, Kevin Gibbons, Michael Hamman, Kevin Lawson, Olin Web, and Shirley Moore

**Port & City Staff in Attendance:** David Beaupre, Kanya Dorland, Jim Maloney, and Diane Oshima

**Other Attendees:**

Roland Lebrown	Richard Drechsler, Potrero Hill Resident
Eric Smith, SFBR	Lorraine Hanks, HSA
Lisa Gautier, Matter of Trust	Oliva Boudrecux, HSA
Dorris Vincent, Bayview Resident	Derek Green, Archie Green Fund for Labor Culture & History & Copra Crane Labor Landmark Association
Raymond Johnson	Miles Brad
Deborah Gregory	Dan Dodt, Bayview Historic Society
Patrick Kittle, PCJPIS	Suzanna Razo, PGE
Amber Bieg, Matter of Trust	Espanola Jackson, Bayview Hunters Point resident

**Information Distributed:**

Meeting Minutes from the April 30, 2014 and a Construction Job Opportunity Flyer on the Quint Street Bridge project

Agenda Items:

1. Bayview Gateway Art Selection Process & Project Schedule
2. Red Fish Relocation
3. Southern Waterfront Planning Update
4. Port Waterfront Land Use Plan Review
5. Public Comment

## Meeting Minutes

Presentations are summarized, and questions and answers are paraphrased. Questions from the SWAC and the public are italicized. Answers to questions were provided by Port and other Public Agency staff at the meeting unless otherwise noted.

### Administrative

SWAC members reviewed the meeting minutes for the April 30, 2014 SWAC meeting, and approved them.

#### 1. Bayview Gateway Public Art Selection Process

Kanya Dorland introduced Susan Pontious and Mary Chou with the San Francisco Art Commission (SFAC) to provide an update on the Bayview Gateway Art selection process. Three gateway artists were selected. These artists developed concepts that were on view at the Bayview public library and on the SFAC and Port web sites for two weeks or more. The art selection panel, which included members of the SWAC, Port Commissioner Kim Brandon, and Dan Dodt of the Bayview Historic Society, met recently to select the preferred artist based on their art concept. The panel selected Cliff Garten, but they were not enthusiastic about this decision. The panel expressed that none of the proposals were specific to the Bayview community or the Bayview Gateway site. For this reason, the panel took a second vote to start the review process again. This second review process would not require issuing a new request for proposals, instead it would take a new look at the submitted proposals with an emphasis on the artists' experience working with communities on site specific art, and producing original and unique site specific work. The panel voted in favor of a second review. The San Francisco Art Commission's Visual Arts Committee, the body that approves art for the Art Commission, endorsed the art panel's decision for an additional art selection review given all the comments received. This second review will start next month, and it will involve reviewing the 176 submittals for the Bayview Gateway artists again with this new selection criteria that will emphasis artists who have site specific work in their portfolio, past experience working with a community on their art pieces, or are willing to do site specific research and interviews for this project.

#### Questions and Answers

*The SWAC wanted someone from the Bayview Community for this project, an artist that the Bayview Community could relate to, and would add a piece of economic value to the community. The selected New York artists did not proposed concepts that were consistent with the project site. Recommended that the SFAC cast a wider net to choose a community member or someone from a similar community such as Oakland.*

*The panel also wanted to choose an artist who has a sense of a gateway. The gateway piece should be on both sides of the site. The panel also discussed having a local artist. The site is a great opportunity for local art.*

SFAC explained that the City's contracting rules do not allow the SFAC to state a specific preference for local art. Geographical preference is not allowed under federal law for contracting publicly funded projects. The Bayview Gateway art project is funded through the 2008 Open Space General Bond. However, through the revised ranking criteria, SFAC staff can consider the likelihood that the selected artist could relate to the community.

The existing SFAC installation at Islais Creek, referred to as the Liberty Ship, was created by an artist from the New York area.

*The Bayview community is experiencing a renaissance. The (Bayview Gateway Art) RFP should be made as open as possible. Consult the California Lawyer for the Arts for options for the*

*selection criteria. Invite more local artists to compete, and be a part of the process. We are interested in artists from other parts of the Bay Area.*

*Open up the selection process, and involve a community member earlier in the selection process.*

*We are also concerned about the appropriateness and safety of the selected art. The selection panel should consider pieces that can be permitted, and will not cause potential harm to passersby such as the Alice Aycock piece.*

SFAC staff stated that they will be responsible for ensuring that the final art piece can meet city permit requirements, and are safe and appropriate for the site. They will also broaden the short listed artists for the panel's consideration.

*The SFAC did not fund any artists from the Bayview last year. Consider providing more art funding for Bayview artists.*

It is not legal for the SFAC to favor one zip code.

The new Bayview gateway art criteria will include the artist's ability to create a piece about the community and this ability will be weighted more heavily during the selection process. How the artists work, and if their process includes community members will be considered.

*The pre-selection process screening criteria that SFAC uses should have been longer for this project (included a preference for arts with experience installing art in an industrial setting, and working with a community on an art piece)*

## **2. Red Fish Relocation**

Dan Dodt, with the Bayview Historic Society provided an update on the Redfish relocation project. The Port and Bayview Historic Society relocated the Red Fish art piece at Third and Cargo Streets recently. This piece was installed as part of a temporary art program under Mayor Newsome's administration. The Bayview Historic Society has volunteered to be a local steward for this art piece, and to this end manage its relocation. The Bayview Historic Society contacted William Wareham, who is the Redfish artist, and secured his permission to remove the piece and temporarily store it on Port property. The Bayview Historic Society is now also fundraising for the necessary repairs, refurbishing, and maintenance for this piece. The Bayview Historic Society, acting as stewards for the piece, will be seeking the SFAC's permission to install the piece at Mendel Plaza for a five year period. Other locations in Bayview-Hunters Point neighborhood may be considered such as Opera Plaza, Innes Plaza, and Candlestick Point park. The Port has arranged for BAE systems at Pier 70 to re-sand the piece in the interim.

The SFAC is the body that approves all art piece installations in the City, and for this reason the Bayview Historic Society is in the process of seeking their approval for the Redfish relocation somewhere in the Bayview. It is likely that the SFAC will approve the relocation for a two to five year period. The SFAC is apprehensive about a permanent installation because they do not have funds allocated for the long-term maintenance of this piece. The Bayview Historic Society is fundraising for the relocation and maintenance of this piece.

Since the relocation is proposed off site, and the SWAC can only provide recommendations for projects on Port property they could not vote on this item. This presentation did allow meeting attendees to provide their comments to the Bayview Historic Society directly. The meeting attendees, who commented on this presentation, supported the alternative Bayview Opera house location.

### 3. Southern Waterfront Opportunities

Port Planning Division staff gave an overview of the existing and proposed activity in the southern waterfront area from Piers 80 to 96. This same presentation was provided to the Port Commission on September 23<sup>rd</sup>. This presentation and the supporting staff report can be found on the Port web site at <http://www.sfport.com/modules/showdocument.aspx?documentid=8677>

The following is a summary of this presentation. The Piers 80 to 96 area is designated in the Port Waterfront Land Use Plan and Bay Conservation Development Commission Bay plan as a Port priority use area. It covers 190 acres. The area activities generate 629 full-time jobs, and \$8.2 million in rent annually to the Port. The recently renewed leases with the concrete batch plants at Pier 92 have invested \$11 million in the area. The area tenants at Piers 90-96 operate as an Eco-Industrial park where products are created, recycled and reused on site. For example, Hansen Aggregates at Pier 92 provides the raw product that is used to make cement and concrete at the area batch plants. Sustainable Crushing, which is located at the Pier 94-94 backlands, reduces the cement from area demolition projects into a fine sand that can be used in the production of concrete for sidewalks and curbs. The waste from area operations are also diverted or minimized on-site through green infrastructure referred to as bioswales.

The Pier 90 to Pier 96 area also has some significant vacancies. It has approximately 20 acres of unimproved land available at an area referred to as the Piers 96-94 Backlands, and another 15 acres of improved land that is underutilized or waiting to be leased.

To address these vacancies, the Port has been working with the Department of Public Works to design leasable pads for the Backlands area. The Port will be seeking capital funds to complete this project. The cost estimate for this project is approximately \$10 million. The annual rent for the proposed leasable pads is approximately \$2 million annually. The proposed uses for these pads must be consistent with the Port priority use designation and 10-year interim leasing policy for non-maritime uses. Given these restrictions, the uses considered for the pads are construction laydown and storage. These uses would be compatible with the area activity, and require little site investment. The Port has investigated the site's ability to have buildings to generate greater revenue to the Port and additional jobs. This study determined that the site would need a significant land investment including pile driving to make the site safe for new buildings. The Piers 94-94 Backlands area was created with unengineered landfill, and operated as an unofficial dump for many years. Thus new buildings, roads, and utilities may subside, crack and sink if installed at the Piers 94-96 Backlands without significant structural improvements to the land. The allowable maritime and industrial uses for the area do not generate rental revenue that would support the needed significant structural investment to support new buildings at the site.

The following is the proposal for the other underutilized and or vacant areas between Piers 80 and 96.

Jim Maloney with the Port Maritime Division provided an overview of the activity at Pier 80 which operates as an omni terminal and most recently has received and stored for distribution break-bulk items for major project in the City such as the central subway project. The Western Pacific Site which is adjacent to this terminal, is not leased, and could serve as additional terminal backlands for the Pier 80 terminal.

Pier 96 Iron Ore Terminal Opportunity: The Port Maritime Division, with support from Port Commissioner Willie Adams, is pursuing an Iron Ore terminal operation at Pier 96. There are several Iron Ore mining sites in Nevada. These prospective mining operators are looking for ports on the west coast to ship this raw product to China. Port staff has met with these mining operators to explain the Pier 96 assets and possible improvements. Pier 96 currently has on-dock rail and deep water berths. The rail on-site could be extended with a new rail loop between the Backlands rail yard, referred to as the Intermodal Container Transfer Facility (ICTF), and the

Pier 94-96 berth for this iron ore terminal operation. This new rail loop would allow an iron ore terminal operator to move Iron Ore shipments from the train to the dock efficiently. To prepare for this opportunity, staff is working with Union Pacific (“UP”) to come to an agreement on using the UP line for the expected rail movements from this terminal operation. Staff is also working on getting federal funding for the mentioned rail improvements and required permitting. Additionally, staff has contracted a geotechnical firm to provide information on the structural conditions of the terminal site area to confirm that the area can operate as an iron ore terminal with an expanded on-dock rail loop as proposed. The firm will provide guidance on the ideal location for the rail loop and any necessary heavy equipment for this operation. The expected operation at Pier 96 would have six trains and one ship load per week.

Asphalt Batch Plant: The Port has renewed its conversations with the Department of Public Works (“DPW”) to pursue an asphalt batch plant to replace the City’s Asphalt batch plant. An asphalt batch plant within the City limits would reduce truck travel outside of the City for asphalt to complete the City’s expected new roadway improvement projects. For this proposed property conveyance, the Port would lease the land designated at Pier 94 for an asphalt batch plant, which is approximately five acres to DPW. DPW would solicit asphalt batch plant operators to sublease the property. This operator would have to comply with all City and Port leasing requirements including the Port’s Southern Waterfront Beautification Policy.

The SWAC supports this proposed direction

*Will the Caltrain electrification project have an impact on this project?*

The Port has been working through the Freight Rail Users group to maintain freight rail use on the Caltrain line, and have been in conversations with Caltrain about this project. The Caltrain electrification project will have to fix the tunnels or ask for waiver? **Did I hear this correctly?**

*The Pier between the Pier 96 recology sheds and Heron’s Head park is falling apart. What is the Port doing to address this collapsing Pier?*

The Pier is known as the Lash pier, and it does not represent an impediment to maritime berthing or other activities given its location. The Port has received a cost estimate for removing the Pier. The estimated cost to remove this deteriorated pier is \$1 million. The Port has not pursued this project because of the costs, and because the Port has other structures in the Bay that pose a greater risk to Bay safety or operational risks to maritime or water craft recreation than the Lash pier, and thus they have higher removal priority.

*Will this (pier removal) project happen within my life time?*

It may. Port staff will report on this project, and the removal of other pile and pier removal projects.

*The United States standards for railcar movements are higher than in England. In England rail cars can carry cars stacked four cars high for auto transfers. The Channel Tunnel is 19 feet in height, so a height increase is already expected for the electrification wire. The Metropolitan Transportation Commission has funding to reduce pollution and support goods movement. Can they be pursued for tunnel height improvement funds and to increase rail car movement capacity?*

**Port staff will follow-up with MTC on goods movement funding???**

*Cargo Way is in bad condition. Need to accelerate replacing the roadway.*

The project would involve more than repaving. The roadway is on un-engineered fill and is subsiding. The project is a DPW roadway repair project and requires total reconstruction and resurfacing. **Did we provide a time-line? If not we, should get an update from DPW**

*An Asphalt Batch Plant at the Port would make this a Greentown. Also not recycling asphalt would be an ecological disaster. Asphalt could be made and recycled at the Port. The newer Asphalt mixers are also more durable. What is DPW's role in this project?*

DPW would lease the asphalt batch plant site from the Port; secure all the necessary permits, and an operator. The Port will present the asphalt batch plant Request for Proposals and release date to the SWAC.

*The SWAC supports all the proposed activities presented for the Southern Waterfront Piers 80 to Pier 96 area and endorses the Eco-Industrial Park concept. The SWAC is interested in uses that are job generators. The SWAC also wants to make sure the area truck routes are maintained, specifically access to the area freeways. Access for large trucks to the freeways should come first. Increased Rail capacity should also be pursued.*

Port requests any recommendations for outreach on the southern waterfront plan beyond the SWAC.

#### **4. Port Waterfront Land Use Plan Review**

Diane Oshima with the Port Planning Division provided an overview of the Port Land Use Plan Review Report, which can be found here <http://www.sf-port.org/index.aspx?page=2491>. This Report provides a comprehensive review of changes on the Port waterfront from 1997-2014. Diane provided a summary of the Report, and highlighted the accomplishments and goals particularly for the Southern Waterfront. Beyond informing the public about the Port, its mission and changes that have taken place on the waterfront over this period, the purpose of the Report also is to present staff recommendations about issues that may require further public review and updates to the Port's Waterfront Land Use Plan. The Report has been published for public review and comment. Staff invited the SWAC to provide comments on the Plan review by September 30, 2014.

*Have you heard that Heron's Head Park is toxic? How did this area look before it was filled, and before roads and paving?*

*I hear that in ten years all the new development will be in the Bay. Sea level rise will flood this area. If there is an emergency plan, it is not getting distributed.*

*SWAC has been working with Port staff for many years to prioritize maritime uses of the cargo terminals and compatible industrial and leases in the backlands area, and are very supportive of iron ore and bulk cargo business opportunities that Port Maritime staff has been developing.*

#### **5. Quint Street Bridge Replacement and Oakdale Station projects**

Port staff presented a construction opportunities flyer for the upcoming Quint Street Bridge Replacement and Oakdale Station projects. This flyer provided information on an upcoming meeting to explain the project; the project's contracting opportunities, and networking and training programs for these contracting opportunities, and the project site.

## **6. Public Comments**

*Staff from Matter of Trust, an eco-center at 17<sup>th</sup> and Mission Streets in the Mission District, presented information about their organization. The primary goals of the organization are to identify and develop solutions for sorting waste and manmade surplus into useful materials for redistribution within communities and to research innovations in renewable resources, highlight experts, mobilize public support, and celebrate advances.*

*Supporting these goals, the Trust created an online database program in 1998 that matches business, nonprofits and household item donations with the wish lists of those nearby that can accept drop-offs or provide pick-ups.*

*Through their Clean Wave program, Matter of Trust collects hair donations to produces hair "booms" and mats, and coordinates large-scale efforts to clean contaminated water in rivers, oceans, and storm drains. For the November 7, 2007 oil spill from the Cosco-Busan cargo ship that accidentally hit the San Francisco Bay Bridge and spilled 58,000 gallons of bunker fuel, Matter of Trust coordinated volunteers to place booms and mats on Bay Area beaches.*

*Matter of Trust staff left brochures about their organization and invited meeting attendees to use Matter of Trust as a resource for donations including hair donations, and for reuse and recycling solutions and products.*

*At a future meeting, can we have an update on the Islais Creek Copra Crane, and lighting?*



Port of San Francisco – Pier 1 – San Francisco, CA 94111

*Thursday, November 20, 2014, 11:30pm-1:00pm*

***Pier 27, Second Floor (Blue Room)***

**Meeting Summary Notes**

**Attendees:**

Shawn	Bennett	Baydelta Maritime
Brad	Benson	Port of San Francisco
Joe	Boss	Maritime Consultant
Bill	Butler	Jerico Products
John	Cinderey	SF Bar Pilots
Peter	Dailey	Port of San Francisco
John	Davey	Port of San Francisco
John	Doll	Port of San Francisco
Bill	Dunbar	BAE Systems
Tom	Escher	Red & White Fleet
Aaron	Golbus	Port of San Francisco
Bobby	Guillory	ILWU 10
Carolyn	Horgan	Blue & Gold Fleet
Ellen	Johnck	Ellen Joslin Johnck RPA
Denise	Lum	Port of San Francisco
Jim	Maloney	Port of San Francisco
Bernie	Meyerson	Multi Material Mgmt
Michael	Nerney	Port of San Francisco
Roger	Peters	Maritime Consultant
Gerry	Roybal	Port of San Francisco
Veronica	Sanchez	Masters, Mates & Pilots
Eric	Smith	SF Bay Rail
Dave	Thomas	San Francisco Water Taxi
Denise	Turner	Port of San Francisco
Anita	Yao	Port of San Francisco

**1. Maritime Update by Port Staff:**

**James R. Herman Cruise terminal at Pier 27**

- The new terminal is named after James R. Herman, former SF Port commissioner and ILWU president.
- There is an audio/visual tribute to JRH which will be officially christened January 2015.
- There have been 15 cruise calls since the grand opening of Pier 27.

- The JRH cruise terminal includes an area for Customs; has shoreside power to mitigate air pollution; building has fritted glass for birds safety, 3-acre park, etc.
- Other than cruise ships, the facility is used year-round for special events.
- BCDC mandated public access throughout Pier 27.
- 2015 will be a record year with 81 ship calls and 300,000 cruise guests.

### **SF Fleet Week 2014**

- Seven ships and approximately 3,000 sailors came to San Francisco for Fleet Week, October 8-14, 2014.
- There was a Parade of Ships on Friday, October 10, 2014.
- The Blue Angels air show ran from October 10-12, 2014.
- USS America, the newest navy ship, was commissioned at Pier 30/32 on October 11, 2014.
- Fleet Week was considered a huge success. (<http://www.fleetweek.us/index.html>)

### **2. BAE Systems New 20-year Lease**

- Ship repair is a key component in the bundle of Port maritime businesses.
- The current lease will expire in 2017.
- MCAC will write a letter to the Commission in support of the new lease negotiations.
- Please view the BAE presentation for more information:  
<http://sf-port.org/Modules/ShowDocument.aspx?documentid=9140>

### **3. Piers 80-96 Maritime and Eco-Industrial Improvement Plan**

- On September 23, Planning and Development, Real Estate, and Maritime Divisions presented to the Port Commission on the current activities and the future plans for the Southern Waterfront.
- Please view the Southern Waterfront presentation:  
<http://sf-port.org/Modules/ShowDocument.aspx?documentid=9141>
- For detailed information, please view the minutes of the September 23 meeting presented at the Port Commission, item #7:  
<http://www.sfport.com/modules/showdocument.aspx?documentid=8966>
- Once the RFP is out for bulk export facility, MCAC would like to revitalize the Pier 80-96 subcommittee which has been dormant for some time.

### **4. Waterfront Land Use Plan**

- The current Waterfront Land Use Plan was adopted by the Port commission in 1997.
- Please click link below to view the updated Waterfront Land Use Plan.  
<http://sfport.com/index.aspx?page=2491>
- The Port invites public comments through November 14, 2014.

### **5. Other**

- Hyde Street Harbor is full due to crab season opening this week.
- Drydock #1 has been removed from Pier 50 and is now getting scrapped in China.
- Star Princess will be in drydock next month generating approximately 50k man hours.

### **6. Next MCAC meeting – Thursday, January 15, 2015, 11:30 – 1:00, Pier 1, Bayside 1 & 2**